

# LIFE



HERO'S HEROIC WIFE

MAY 15, 1939

10 CENTS



# The MIDDLETON Family

AT THE NEW YORK  
WORLD'S FAIR

## Buried Treasure for the Seventieth Century



**The Time Capsule!** Fascinating alike to scientists and to everyday folks, this record of our times has been prepared for the eyes of a civilization 5000 years away. But your own eyes can see a cut-away duplicate of it, with all its contents, if you join the Middletons—Babs and Bud, their parents, and Grandma—at the Westinghouse New York World's Fair Building. Visit the Halls of Power and Electrical Living... see the Playground of Science; the Microvivarium; Elektro, the Moto-Man, and many other electrical marvels. A warm welcome awaits you at this "fair within a fair."

IN SAN FRANCISCO. Don't miss the Westinghouse Exhibit—a treasure house of electrical wonders at the beautiful Golden Gate International Exposition. WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY, PITTSBURGH, PA.



# Westinghouse

The name that means  
EVERYTHING  
IN ELECTRICITY



# Studebaker craftsmen see to it that you save *dollar after dollar*

**They build long life, low repair cost and high resale value into every Studebaker**

**C**HECK up with Studebaker owners, if you want to know how much you can save in reduced maintenance expense by choosing a Studebaker as your new car.

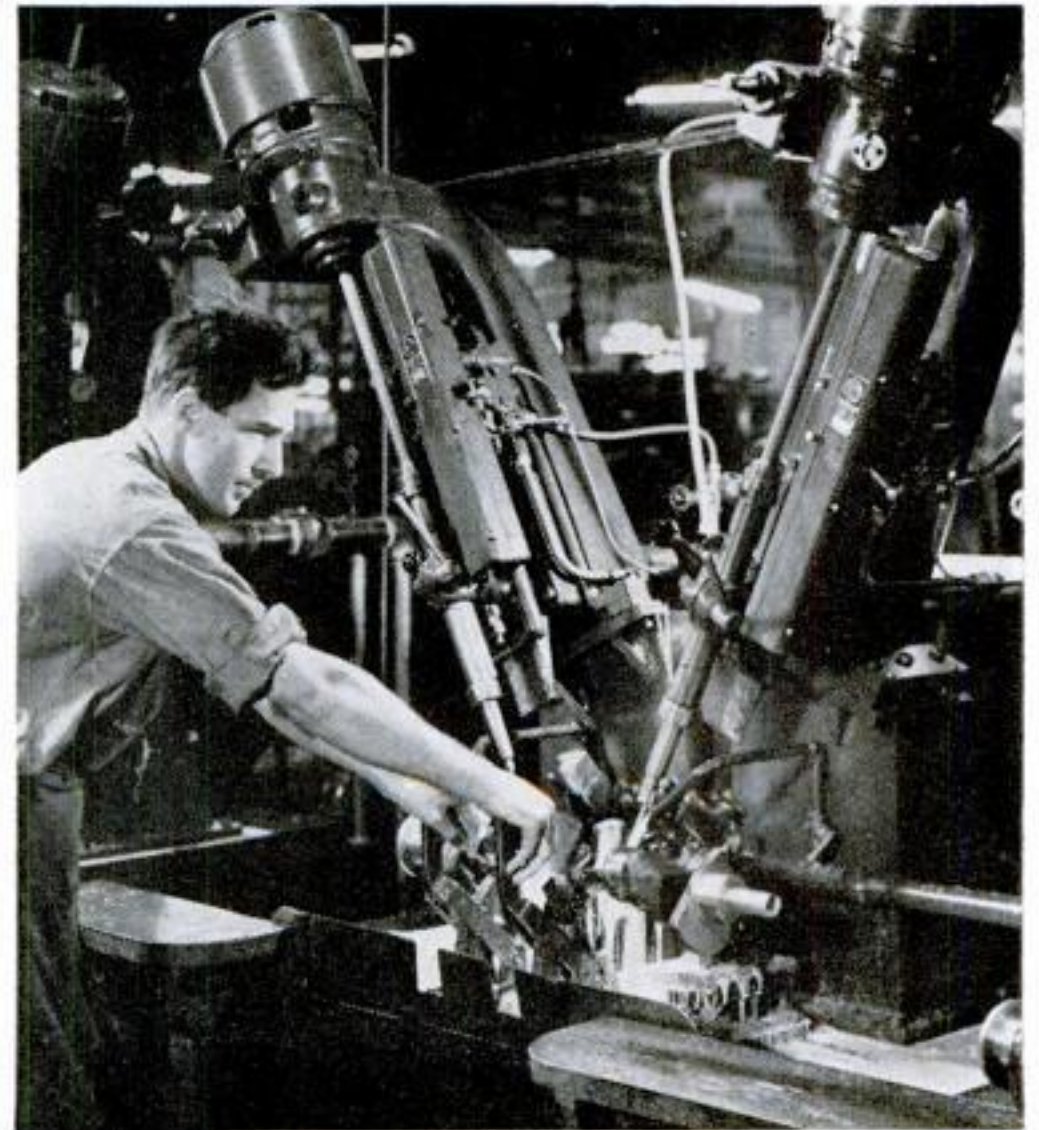
Listen to Studebaker owners tell you, too, how much real pleasure and peace of mind there is in driving this car that stands up so soundly, mile after mile and year after year.

Studebaker factory records show an astonishingly low average of requests for "make goods" on the standard Studebaker guarantee. Studebaker dealers report a consistently decreasing

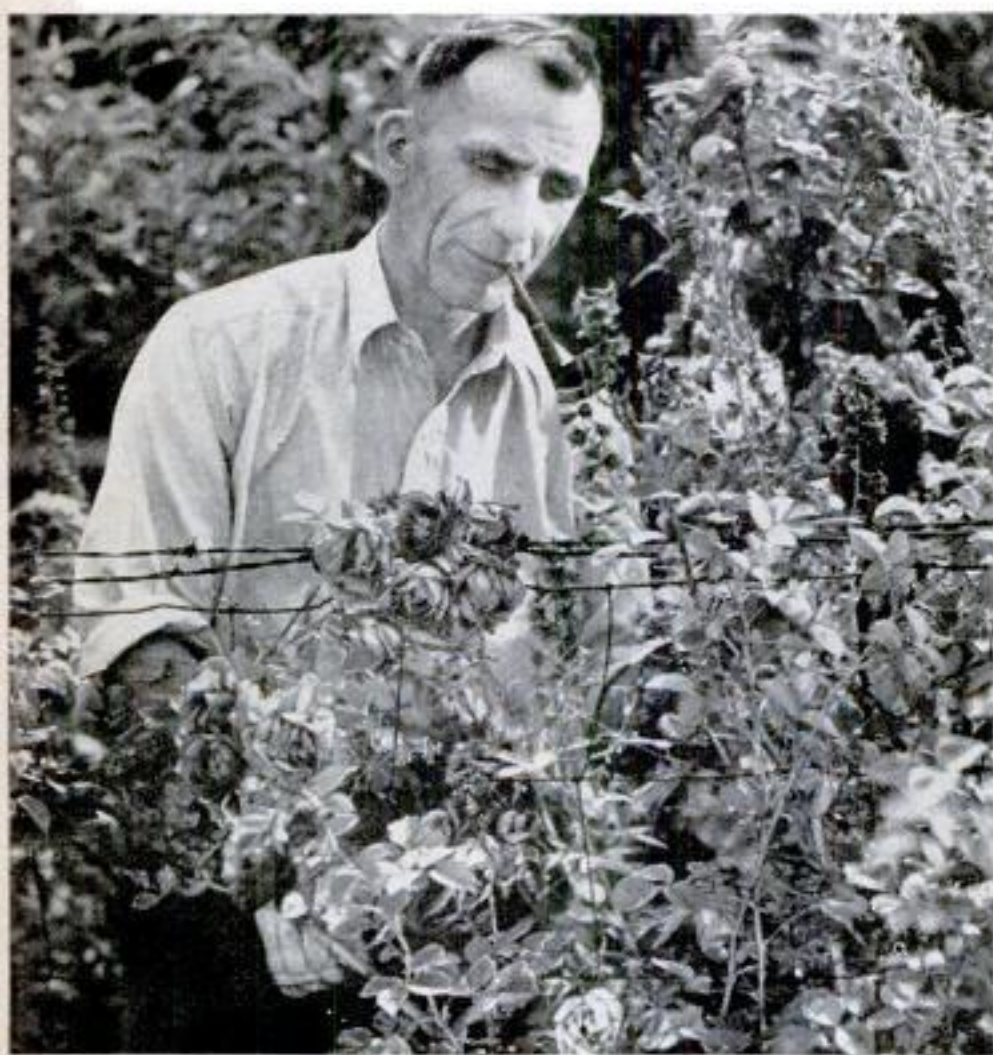
volume of "service" business because Studebaker quality is so enduring.

All this is a direct result of the painstaking care which is so constantly and vigilantly exercised in building every Studebaker—care that pays off handsomely to Studebaker owners in longer car life, lower repair costs and higher trade-in price.

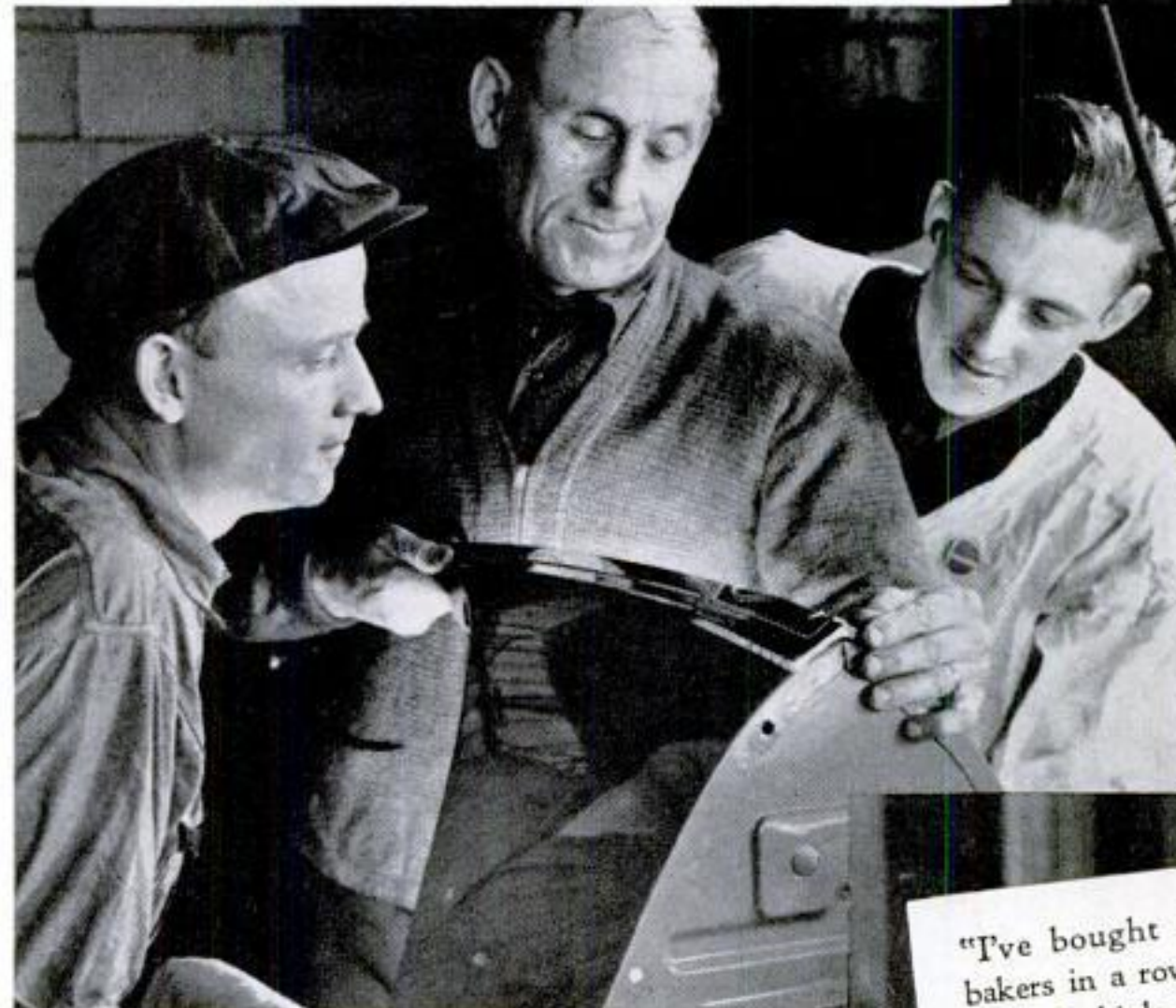
And expert Studebaker craftsmanship is only one of the many quality protections with which Studebaker surrounds your investment in a car. Studebaker's vast modernly equipped shops, famed engineering and research staffs and an 800-acre, million-dollar proving ground complete the job of assuring you matchless motor car value in any Studebaker model that you buy.



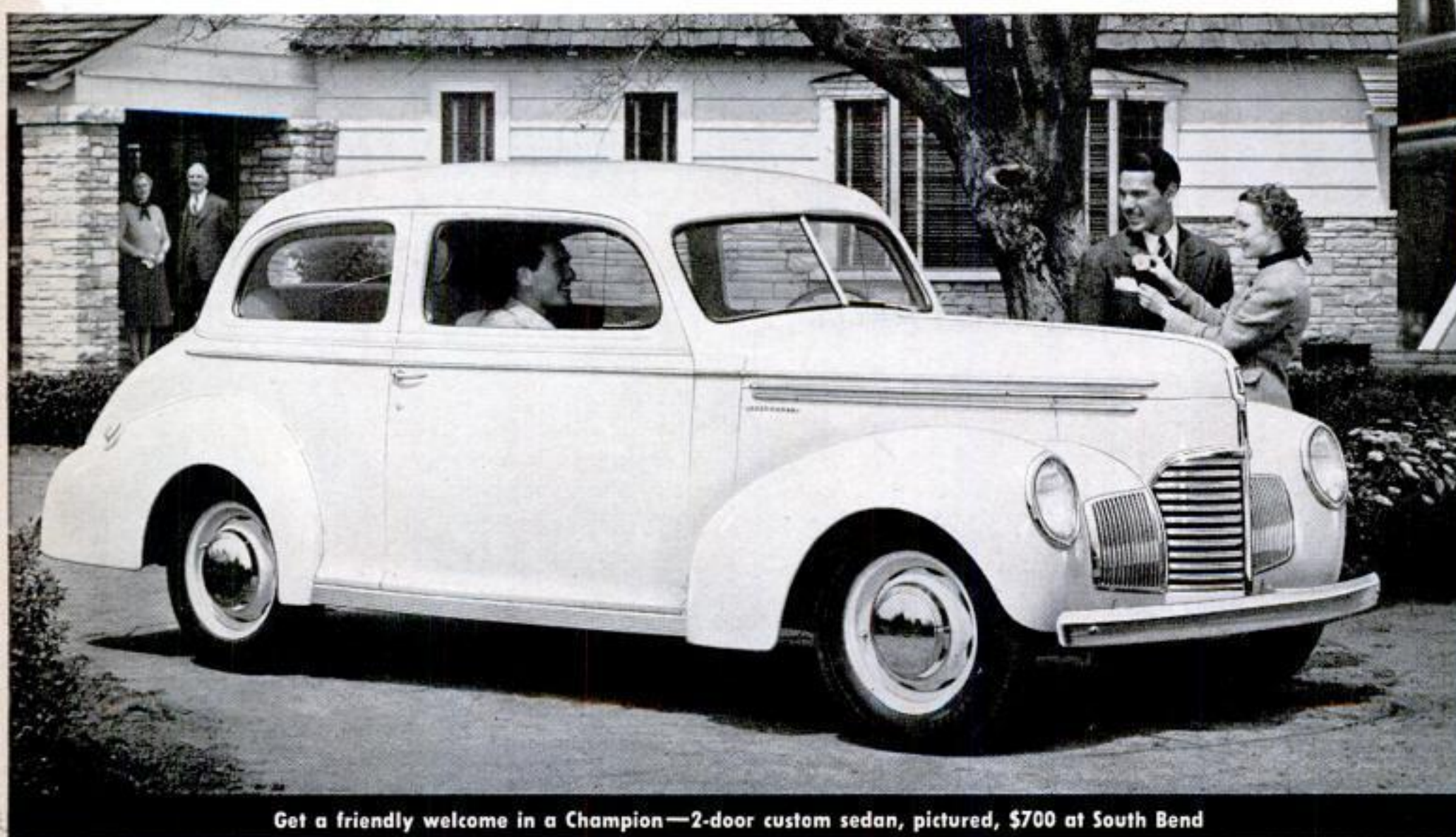
**Studebaker safeguards your investment with finest modern machinery** such as the unique new automatic drill pictured above, operated by Joseph Washko, a Studebaker craftsman for 14 years. Half the men on the Studebaker machines and assembly lines are veterans of 10 years or more. Average age is 40.



**Solid citizens with roots deep in the community** comprise the unique Studebaker working force of 7,300 expert craftsmen. Many are home owners such as Joseph Chikar, pictured above. For over 20 years a Studebaker master metal finisher, this Studebaker craftsman also grows prize roses for exhibition.



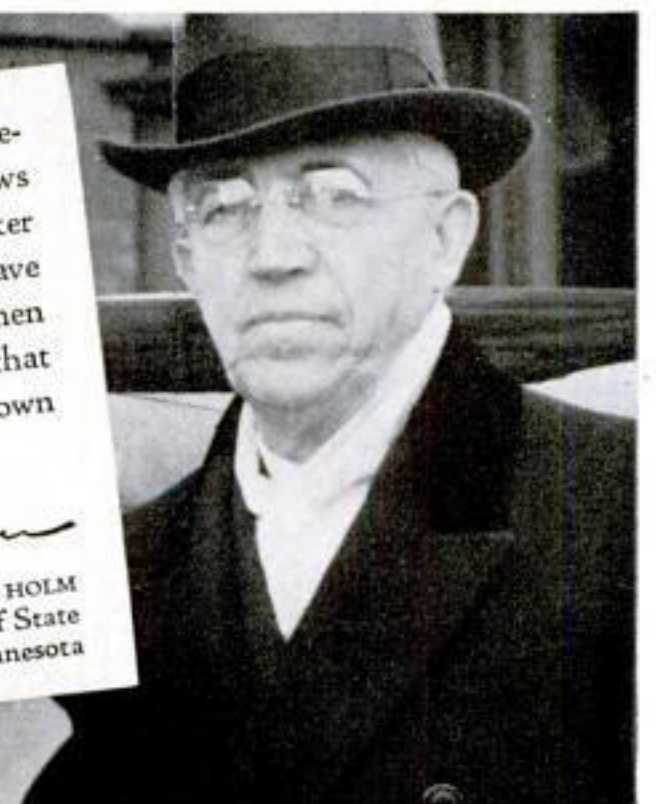
**You get the benefit of family pride in fine work** when you buy a soundly built Studebaker. Pictured alongside are Albert Fawley and his sons Harold and Maxwell. The three have put in 46 years on their Studebaker jobs. Maintaining Studebaker standards of quality is an 87-year tradition among South Bend's 25,000 families. Studebaker employs no transients because job preferences always go to Studebaker-minded local residents.



Get a friendly welcome in a Champion—2-door custom sedan, pictured, \$700 at South Bend

"I've bought three Studebakers in a row. That shows what I think of Studebaker cars. You certainly must have an unusual force of workmen to be able to produce cars that are so consistently sound down to the smallest detail."

*Mike Holm*  
HONORABLE MIKE HOLM  
Secretary of State  
Minneapolis, Minnesota



See your local Studebaker dealer now and go for a revealing trial drive in a new Studebaker President, Commander or Champion. Low-cost Studebaker service is nation-wide. And you can buy a new Studebaker on convenient C.I.T. budget plan terms.

**STUDEBAKER CHAMPION**  
Worthy team mate of Commander and President

**\$660**

for a Champion coupe completely equipped and delivered at factory, South Bend, Indiana, including Federal tax.

This One



GUJC-GOX-02X6



# for Handsome Hair...



## CHECK DRY SCALP NOW

**D**ON'T ignore the early warnings of Dry Scalp if you want to keep your hair good-looking. If your hair is dry, brittle, hard to comb . . . if your scalp feels tight and itchy, sheds dry dandruff scales . . . it is time to do something about it.

First of all, every morning supplement the natural scalp oils with a few drops of 'Vaseline' Hair Tonic. See how much more natural-looking it leaves your hair—how much easier to comb!

Then before each shampoo give your scalp a thorough massage with plenty of 'Vaseline' Hair Tonic. This stimulates the circulation and tends to counteract dryness.

Remember—'Vaseline' Hair Tonic is *different*. It contains absolutely no drying ingredients. It requires no messy dousing . . . and it will start to work improvement in the look and feel of your hair right away. Get some today . . . at any drug store, and start to check Dry Scalp.



DRY HEAT



WATER



SOAP

They all rob your hair of natural oils. Combat "Dry Scalp" and keep hair good-looking with 'Vaseline' Hair Tonic.

A few drops supplement the natural scalp oils, keep your hair manageable and good-looking.



40° and 70°

# Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copr. 1939, Chesebrough Mfg. Co., Cons'd.

## LETTERS TO THE EDITORS

### Three Families

Sirs:

As one who has always had a consuming curiosity as to how the rest of the world lives, I found your article on Three Families (LIFE, April 24) of absorbing interest. You struck upon the phases most interesting to the majority when foods, home settings, recreations, family budgeting and various national characteristics were discussed.

When LIFE points out the worn shoe of the kneeling Englishman, it gets right down to rock-bottom, homely "little-item news," which is so charming to its readers.

CONSTANCE TUTTLE SEAWELL  
Jackson, N.C.

Sirs:

Your feature depicting the daily lives of typical English, French and German families was one of the finest things which LIFE has ever presented. It was refreshing to see our fellow men across the sea as normal human beings at home, at work and at play rather than hovering in bombproof shelters, parading in war tanks or peeping out of gas masks. Articles of this nature are greater contributions toward international goodwill and world peace than all the ambassadors, treaties, and conferences put together.

CLAYTON R. KULISH  
East Cleveland, Ohio

Sirs:

I think it is the first time this kind of study has been made with so much accuracy. What you say about the qualities of the average French peasant is true and I should like to point out that we lawyers, doctors—members of the so-called leading class—are all sons, grandsons or great-grandsons of peasants and most of us still have our father's land to which we return when we are tired or when we are old; most of us who now live in Paris were born in the country and still vote and sometimes are elected there, as if it were a right of the land.

All this might help to explain the true character of my country, which seems to take a malicious pleasure in looking worse than it is.

LOUIS A. FOY  
Member, Paris Bar Association  
Redding Ridge, Conn.

Sirs:

Allow me to express my wholehearted approbation for the article on Three Families. There appears to be not a trace of propaganda and that's what I like.

C. S. STOCKSLAGER  
Lewisburg, Ohio

(continued on p. 4)

### HOW'S YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 East 22nd Street, Chicago, Illinois.

EFFECTIVE \_\_\_\_\_

DATE

my mailing address for LIFE will be:

➔ NEW ADDRESS

Name \_\_\_\_\_

PLEASE PRINT

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

➔ OLD ADDRESS

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



### Only 1/1000th Second Candid Under \$100!

No longer need you envy the owners of expensive foreign cameras; for this sensational new, American-Made Univex Mercury gives you the speed, the performance, the prize-winning results you'd expect only from candid costing \$100 or more. 1/1000th-of-a-second shutter speed! Built-in photoflash synchronizer! Automatic film transport! New-type 35 mm. Tricor 3:5 deep-focus lens! Cuts negative costs in half! Many other sensational features. See the new Univex Mercury today at your dealer's, or send for Free Illustrated Booklet. Universal Camera Corp., Dept. M-13, N. Y. C.

Action Shots at Night With Built-In Flash Synchronizer

UNIVEX 1/1000th Second MERCURY



## AN ENGLISH PIPE TOBACCO FOR THE "ONE MAN IN A THOUSAND"

**C**RAVEN MIXTURE is not for every man. It is a blend for the *connoisseur* . . . the "one man in a thousand" whose taste is cultivated to a true appreciation of English pipe tobacco at its very best.

Product of the celebrated Carreras of London, CRAVEN MIXTURE was created originally in 1867, expressly to please the fastidious palate of the third Earl of Craven. Since then its fame has spread to the corners of the earth. Today, wherever you travel, you will find men of taste and discernment praising the pleasures that CRAVEN MIXTURE brings.

You have only to smoke a single pipeful of this grand old blend to appreciate its rare distinction. Cool-burning, fragrant, deliciously mild, yet surpassingly rich in flavor, CRAVEN MIXTURE is a *man's* tobacco, worthy of your finest briar.

Immortalized by Sir James M. Barrie as "a tobacco to live for" in "My Lady Nicotine," CRAVEN MIXTURE is now available in the United States at the better clubs, hotels and tobacco shops. Get a tin today and try it!

CARRERAS, Ltd., London, Eng.  
Sole U. S. Agents: Faber, Coe & Gross, New York, Chicago

IF YOUR DEALER CAN NOT SUPPLY YOU, MAIL THE COUPON

CARRERAS, Ltd., Dept. D.L. 247 Park Ave., N. Y. C.  
I was unable to get Craven Mixture from my local dealer. I enclose 35¢ in stamps for 1 1/2 oz. tin.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





# What is Your "dental I-Q"?

\*IPANA QUOTIENT—3 out of 4 is an excellent score.



*These are questions which your dentist, like all modern dentists, is asked. How many of them can you answer correctly—before reading ahead? They deal with your TEETH and GUMS, and they mean, probably, more than you suspect to your oral health—and to your smile.*



## "JUST HOW DO SOFT FOODS AFFECT MY TEETH AND GUMS?"

**Answer:** They tend to deprive gums of the exercise they need. Robbed of vigorous chewing by our present-day soft and creamy foods, gums naturally tend to grow weak and spongy. To supply needed stimulation, many dentists suggest massage with Ipana Tooth Paste to quicken the circulation in the gum tissues. To remain healthy, modern gums often need more work—MASSAGE!



## "HOW DOES SHE KEEP HER SMILE SO BRIGHT?"

**Answer:** Lovely smiles depend on sound, white teeth. And to keep your teeth like that, GUMS must be kept firm and healthy—and active! Today, because of our soft-food menus, most everybody's gums need more work and exercise—and that is why so many dentists suggest the healthful stimulation of Ipana Tooth Paste and massage.



## "WHAT IS THIS NEW 'HOMEWORK' SO MANY CHILDREN MENTION?"

**Answer:** The regular practice of GUM MASSAGE. Because this dental health routine is now taught in so many modern schools, most children today know about the importance of massage to firm, healthy gums and sound teeth. It is a fact—sad but true—that few parents know as much about these vitally important things.



## "WHY DO THOUSANDS OF DENTISTS RECOMMEND IPANA?"

**Answer:** Because Ipana, with massage, is especially designed and particularly suited to help the health of the GUMS as well as clean the teeth. For Ipana, massaged into the gum tissues with your tooth brush or fingertip, rouses them to new activity—promotes healthy firmness—helps preserve attractive smiles.

**V**ERY LIKELY your dentist suggests Ipana and massage, too. Buy a tube of economical Ipana from your druggist—today! Make Ipana and massage a regular part of your daily dental health routine!



**IPANA**  
TOOTH PASTE



# HOLE-IN-ONE

## 428 Yards



These amazing shots made with Acushnet Balls are headline news because they are dramatic, unusual. They are significant to you because they definitely prove the true-flight distance, all-club accuracy and durability of Acushnet Balls. Only a scientifically set and timed driving machine can so practically demonstrate the playing qualities of a ball — can so reassuringly prove what can be expected of a ball truly hit. And only a ball perfectly made can stand the smashing gaff of the above machine tests.

This year switch to Acushnet Balls. Sales are increasing by the hundreds of thousands without ballyhoo or endorsements — sheerly on playing merit. Ask your Pro.



### GOLF'S GREATEST HIT SHOW

The Acushnet Demonstration Machine tours the country annually to prove that Acushnet Balls are built for winning golf. 300... 400... 500-yard drives; 150-yard chip shots dead to the pin! Then X-rays of these same balls — guillotine tests — compression tests to prove Acushnet Balls can take it.

## ACUSHNET Golf BALLS

SOLD ONLY THROUGH PRO SHOPS

<b>Titleist</b> 75c	<b>Bedford</b> 75c	<b>Green Ray</b> 50c
For Experts Only	The ball that can take it	Pinnacle 35c

## LETTERS TO THE EDITORS

(continued)

Sirs:

Re the ketchup bottle on the Englishman's table: my husband, who is an Englishman, says he has yet to see ketchup on an English table and he would like to know the source of your information.

KATHERINE KEEN  
New York, N.Y.

• U. S. manufacturers report that ketchup, an American invention, is gaining favor in England.—ED.

### Woodland Waistlines

Sirs:

In a recent issue (April 24) you displayed pictures of Katharine Hepburn and described her as having "an incredibly small waistline of 24 in."

What do you mean, "incredibly small"?

We girls in the office measured our waists and here are the results:

Martha, 5 ft. 6 in., waist 24½

Lucile, 5 ft. 7 in., waist 23½

Delma, 5 ft. 5 in., waist 23

Virginia, 5 ft. 2 in., waist 23

And we didn't use elastic tape measures, either!

LUCILE EVANS, Radio Editor  
Woodland Democrat  
Woodland, Calif.

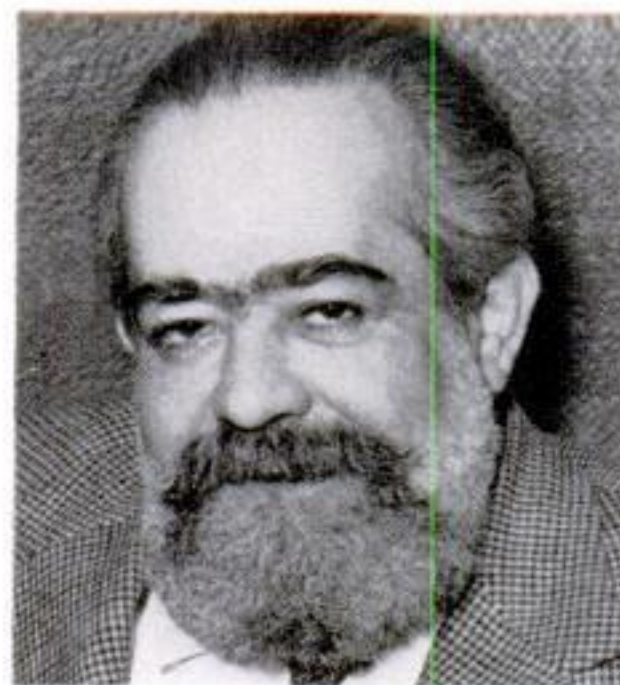
• Waistlines are evidently smaller in Woodland than they are in New York.—ED.

### Beards

Sirs:

How in heaven's name could you, in your beard series (LIFE, April 24), fail to include that of Jo Davidson, the sculptor? It has no equal on two continents, in my opinion.

I once lighted a cigaret for Mr.



JO DAVIDSON

Davidson. For three days afterward I would go into a nervous sweat, thinking of what would have happened if I had ignited that glorious festooning.

EMERY WINN  
Doyline, La.

Sirs:

In my past feeble efforts to grow a small mustache, my family has retaliated by refusing me their customary osculatory welcomes. I have therefore "tempered the wind to the shorn lamb."

However, I am now in the mountains, far removed from feminine detractions, and after reading your article I have regained my manhood. I have selected the style I desire from your pictures and am proud to inform you that I will proceed along these lines if it takes all summer.

ROBERT B. DAVID  
Work Progress Administration  
Dinwoody Camp  
Dubois, Wyo.

Sirs:

I notice you use both "sideburns" and "burnsides." There appears little, if any, visible difference.

(continued on p. 6)

If you like **LIFE** in your ties... wear **"Regal-Aire"**

There's **LIFE** in its patterns  
**LIFE** in its colorings  
**LIFE** in its texture

FOR STYLE AND WEAR  
BUY **"Regal-Aire"**  
the tie that defies wrinkles!

\$1 at the best stores

FRANK & MEYER NECKWEAR CO.  
Makers of Regal Cravats  
ST. LOUIS

THE **"Common Sense"** TREATMENT for SCALP and HAIR

Brush FOR **ONE** MINUTE  
Massage FOR **TWO**

Use **JERIS** Antiseptic HAIR TONIC

Not a "cure all"—but a "common-sense" way to keep your hair well-groomed and glowing with health... If you are troubled with loose dandruff, the sensible thing to do is to buy a bottle of Jeris today at any barber shop or drug store.

APPLICATIONS AT BARBER SHOPS

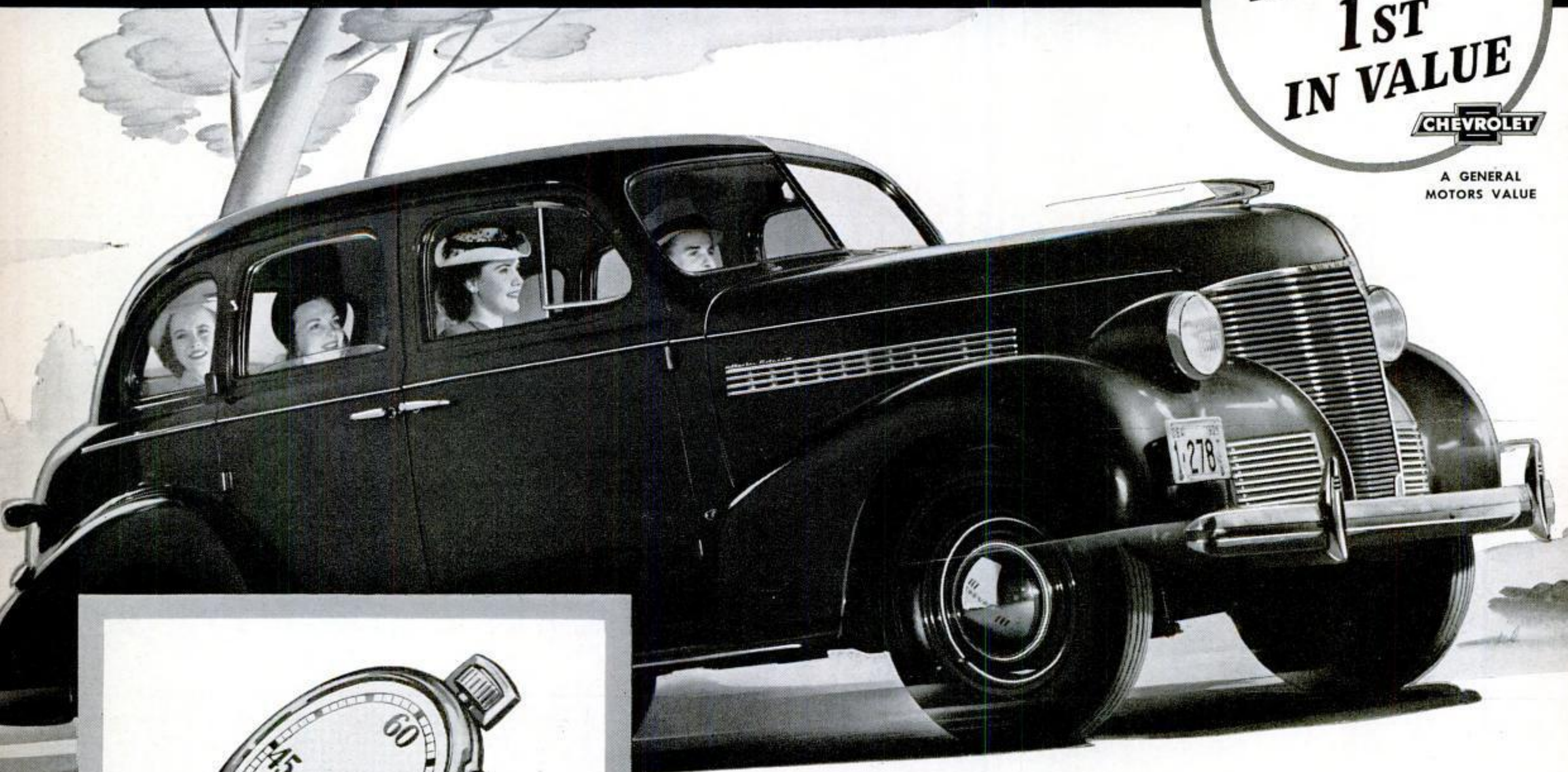


# Over HALF A MILLION 1939 CHEVROLETS Sold To Date

1ST  
IN SALES  
1ST  
IN VALUE

CHEVROLET

A GENERAL  
MOTORS VALUE



**Every 40 seconds  
of every day,  
Somebody buys  
a new Chevrolet!**

**—and the demand is increasing  
day after day**

You can always tell a leader by the leader's mighty army of friends!

And the car with the greatest number of friends in the world today—the unquestioned leader in motor car sales, for the eighth time in the last nine years—is the trim, fleet, value-giving, value-leading 1939 Chevrolet!

Over one-half million new 1939

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN  
General Motors Instalment Plan—convenient, economical monthly payments

Chevrolets have been sold to date! Over 500,000—a car for every forty seconds of every twenty-four-hour day—and the Chevrolet tide of popularity is running stronger and stronger day after day.

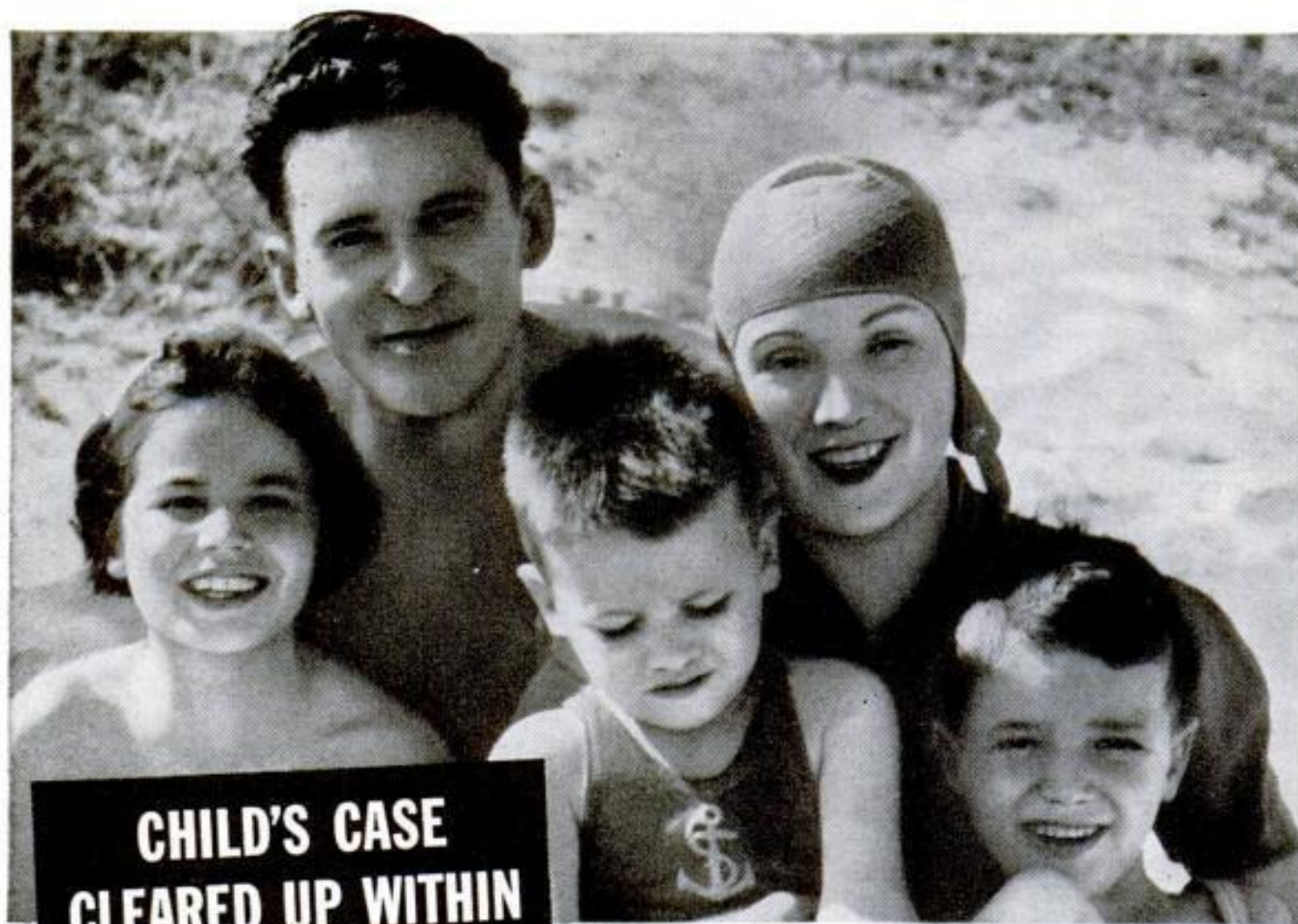
Visit your nearest Chevrolet dealer . . . see, drive and buy the car that is first in value and therefore first in sales . . . the new 1939 Chevrolet!

*It's the LIVELIEST of all low-priced cars!*

Copyrighted material



# LISTERINE ENDS HUSBAND'S DANDRUFF IN 3 WEEKS!



**CHILD'S CASE  
CLEARED UP WITHIN  
10 DAYS**

"Last year my husband had a bad case of dandruff. Nothing he tried seemed to do any good for it. Finally I persuaded him to try Listerine Antiseptic. At the end of three weeks his dandruff had completely disappeared. A few months ago one of the children's hair showed signs of dandruff for the first time. Listerine Antiseptic cleared that case up within ten days! Now we all take a Listerine Antiseptic treatment once or twice a month 'just in case,' and we haven't had even a suggestion of dandruff since."

MRS. ERWIN CARLSTEDT, Box 507, Boynton, Fla.

Did you think nothing short of a miracle could rid your hair of dirty, telltale dandruff flakes? Have you finally given up in disgust trying remedy after remedy?

Well, here, at last, is positive hope of real relief. A method which has been *proved* in laboratory and clinic. A delightful, invigorating treatment which has brought complete, lasting relief to countless men and women—Listerine Antiseptic and massage.

The secret of the Listerine Antiseptic treatment is killing the germ. It was only recently that Scientists discovered that dandruff is a germ disease . . . caused by a queer little bottle-shaped parasite, *Pityrosporum ovale*! Immediately things began to happen in the medical world.

In one research, at a great mid-western skin clinic, dandruff patients were instructed to use the Listerine Antiseptic treatment once a day. Within two weeks, on an average, a substantial number obtained marked relief! In another study, 76% of the patients of a New Jersey clinic who used the Listerine Antiseptic treatment twice a day showed complete disappearance of, or marked improvement in, the symptoms within a month. Now, from all over America come letters from men

and women telling us of the blessed relief they have received from Listerine Antiseptic.

Don't waste another day before starting to rid your scalp and hair of dandruff. Start at once with Listerine Antiseptic and massage . . . the treatment with a laboratory and clinical record of positive dandruff control.

And even when dandruff has completely disappeared, use Listerine Antiseptic occasionally to offset possible recurrence.

LAMBERT PHARMACAL CO., St. Louis, Mo.

## THE TREATMENT

**MEN:** Douse Listerine Antiseptic on the scalp at least once a day. **WOMEN:** Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

Always follow with vigorous and persistent massage with fingers or a good hair brush. But don't expect overnight results, because germ conditions can not be cleared up that fast.

Genuine Listerine Antiseptic is guaranteed not to bleach the hair or affect texture.



## LETTERS TO THE EDITORS

(continued)

I have been assured by a number of older people that before the Civil War they heard no word for these adornments save "side whiskers." With the rise to prominence of Major General Ambrose E. Burnside, who wore a heavy set, they were soon called "Burnsides." I wonder how the two syllables became curiously reversed; if there is any actual difference and if there is any authority for "sideburns"?

R. M. KAUFFMANN  
Chevy Chase, Md.

● Sideburns are confined to a narrow strip forward of each ear. Burnsides are bushier, mutton-chop in shape and cover the whole cheek. Webster approves "sideburns," says it derives from Burnsides.—ED.

Sirs:

Here's an addition to your story on face foliage. Mr. Harry Williams of Margate is the proud possessor of Eng-



HARRY WILLIAMS' MUSTACHE

land's longest mustache, measuring 17 in. from tip to tip. He is well known to thousands of visitors at Dreamland Amusement Park, where he is in charge of automatic machines.

Mr. Williams carefully waxes his mustache each morning (*top picture*). When he gets a shave, the barber guards against possible accident by tying the ends of the mustache together (*bottom picture*).

ARTHUR HASTINGS  
London, England.

## Columnists in War

Sirs:

Not that it would do any good, but a copy of LIFE's pages of columnists' comments (April 24) ought to be placed on the President's desk. It unquestionably represents the unspoken thoughts of the greatest number of our citizens.

Incidentally, the only actual jingoists are the two women and the eldest man of the lot. Your editors can probably comment more adequately on that interesting sidelight than I.

LAURA ADAMS  
Chicago, Ill.

## "To Make Europe Safe for England"

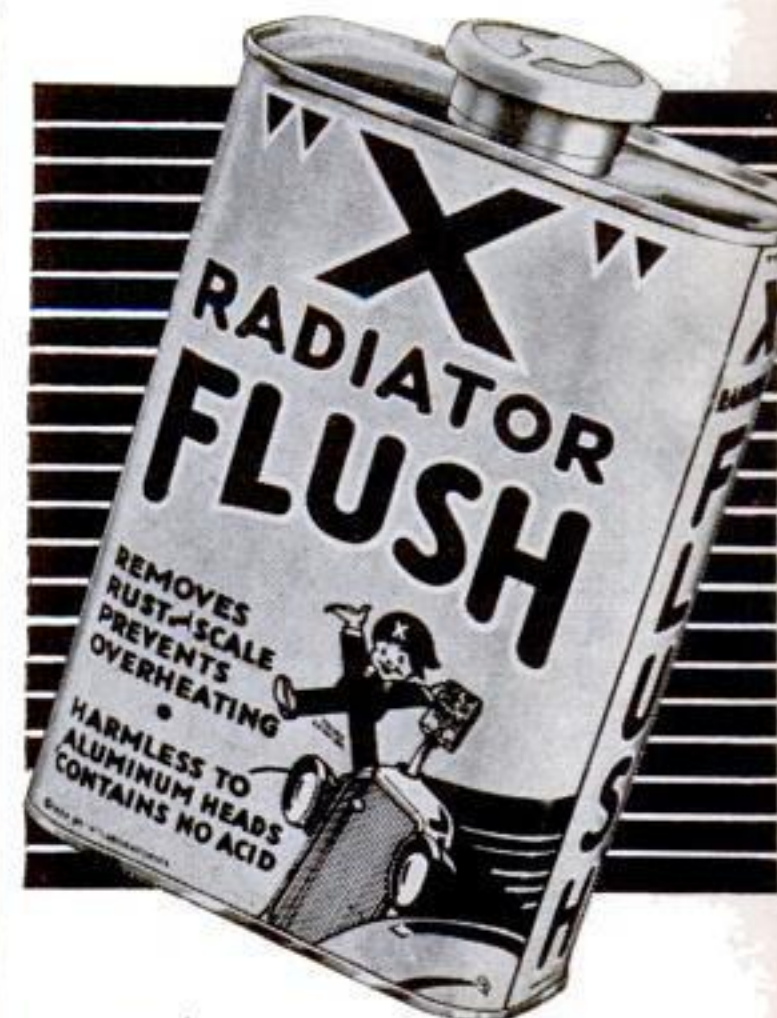
Sirs:

Orchids to LIFE for high-lighting the issue of Neutrality in your last two numbers.

May I suggest, however, that you define it next time, as most people have been fooled into believing that it means "impartiality."

If it be the will of the people, the Army & Navy stand ready to make

(continued on p. 8)



## Clean That Radiator PREVENT "RUST FEVER"

Springtime is Flushtime . . . use "X" FLUSH and get the comfort and economy of a rust, scale and sludge-free cooling system. Don't wait 'til overheating troubles catch you on the road and hit you in the pocketbook. See your Serviceman . . . ask about a rust preventive treatment with "X" RUSTOFF.

"X" LABORATORIES, Inc., 25 W. 45th St., New York  
Factories: Cambridge, Mass. • Toronto, Ontario, Canada



**STOP**  
Don't let a leaky cooling system kill your motoring pleasure this summer . . . pour "X" LIQUID in your radiator . . . contains no solids and is guaranteed to repair leaks permanently . . . Sold all over America for 20 years.

REPAIR RADIATOR LEAKS WITH "X" LIQUID



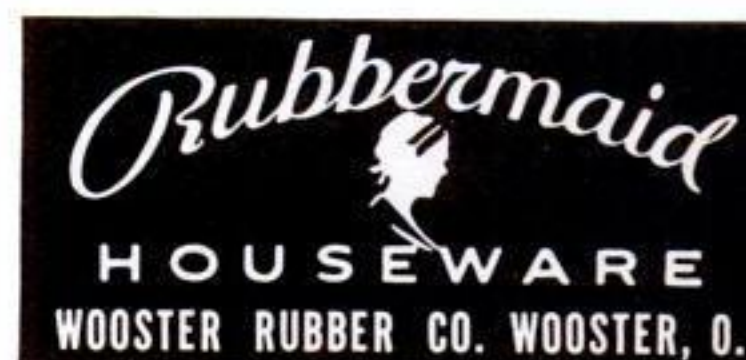
## STAND SAFELY ON A Rubbermaid BATH MAT



Make your bathtub safe! No danger of serious injury with a non-skid Rubbermaid Bath Mat to provide a sure footing.

Match your bathroom colors: green, blue, orchid, yellow, black and white. Also peach, turquoise, wine, red or chocolate. See them in leading stores.

If not sold locally, send us check or money order. Specify color wanted.



## LISTERINE THE PROVED TREATMENT FOR DANDRUFF



Listen for the Train Whistle . . . GRAND CENTRAL STATION  
Columbia Network . . . Every Friday Evening . . . See your newspaper for time



# Why the most copied watch in America



*has never really been copied at all*

HERE'S an important little story, about a watch so striking it touched off a new style cycle... and so unusual *beneath* its style that not a one of its many imitators is really like it at all. Read on, and you'll know how to put your finger on the best curved wristwatch next time you choose one to give or to wear...

The curved wristwatch style was reborn in 1935, with our own first Gruen Curvex for men. It was a new idea that was as *right* as it was new, as *sensible* as it was smart. It took hold on sight.



A famous newspaper columnist called it "the world's first true wristwatch," because it was first to fit the natural curve of the wrist. By popular request, we followed it the next year with Gruen Curvex for women... and finally with still newer models curved still more to fit the *side* of the wrist. And every new Gruen Curvex quickly proved to be another new Gruen hit. With (of course!) another new crop of imitators.

But the Gruen Curvex still hasn't *really* been copied at all, as you see right away when you look *inside* the case!

For, not only the case, but the movement itself is curved, by Gruen's revolutionary principle, to provide more room for working parts. The result is a stronger, longer lasting movement than is otherwise possible. With its larger and more accurate wheel train, the Gruen Curvex gives pocket watch precision with wristwatch convenience.



So the *right* curved wristwatch in 1939... like the first curved wristwatch in 1935... is a Gruen Curvex, because the best curved wristwatch *must* have a curved movement, and Gruen has patented the only way yet known to make one. Remember that when you choose a curved wristwatch, and you're sure to come out right!



Gruen watches range from \$24.75 to \$250; with precious stones, up to \$2,500. Write for folder. The Gruen Watch Company, Time Hill, Cincinnati, O., U.S.A. In Canada: Toronto, Ont.

## GRUEN CURVEX\*



CURVEX PETITE, 17-jewel Precision, 14 kt. yellow gold-filled case . . . \$42.50. With 14 kt. yellow gold case . . . \$67.50



CURVEX ENVOY, 17-jewel Precision, 14 kt. yellow gold-filled case . . . \$50.00

**FOR THE SIDE OF YOUR WRIST!** These are the newest Gruen Curvex, made both for men and women. A radical idea that's as *sensible* as it is smart. Strap one on and *feel* the difference for yourself!

### WHY A CURVED WATCH SHOULD HAVE A CURVED MOVEMENT



Patented, full-size movement curves with the case, making possible pocket-watch accuracy, ruggedness and long life.



An ordinary flat movement reduced in size and ruggedness to fit inside a curved case.

\*Reg. U. S. Pat. Office. Patented U. S. Patent Nos. 1855952, Re. 20480, Canadian Patent No. 370997. Copyright 1936 by The Gruen Watch Co.



CURVEX LIEUTENANT, 17-jewel Precision, 14 kt. yellow gold-filled case . . . \$50.00



CURVEX DUKE, 17-jewel Precision, 14 kt. yellow gold-filled case . . . \$50. With 14 kt. yellow gold case . . . \$87.50



CURVEX MAJOR, 17-jewel Precision, 14 kt. yellow gold-filled case . . . \$55. With 14 kt. yellow gold case . . . \$100



CURVEX PERFECT, 17-jewel Precision, 14 kt. yellow gold-filled case . . . \$59.50



CURVEX COUNTESS, 17-jewel Precision, 14 kt. yellow or white gold-filled case . . . \$42.50



CURVEX DUCHESS, 17-jewel Precision, yellow or white gold-filled case . . . \$49.75

**GIFTS FROM YOUR JEWELER ARE GIFTS AT THEIR BEST**

Copyright 1939, The Gruen Watch Co.



# SET IT! FORGET IT!

## NO WATCHING! NO WORRY!

Makes the same delicious, mellow coffee every time, one cup or eight, **AUTOMATICALLY**. Shuts itself off when the coffee is done—then sets itself to keep the coffee hot.



ALL GEM-LIKE  
CHROMIUM

FREEDOM FROM  
BOWL BREAKAGE



**1** All you do is put in the water and coffee, then . . .

**2** SET THE  
AUTOMATIC SWITCH  
AND THAT'S ALL.

Read the paper, dress the children, do anything you like. In a few minutes *click!*—the coffee is ready. Coffeemaster shuts itself off, then re-sets itself to keep the coffee hot, all automatically.



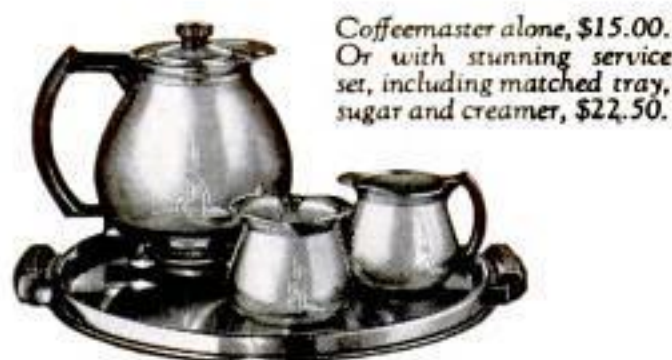
**3** Remove the brew-top and you have the loveliest of servers for all occasions.

If you haven't a Coffeemaster, you can't imagine how much joy this *completely automatic* coffee-maker can bring into your home. Coffeemaster works automatically from beginning to end—from regulating the water-temperature and the brewing-time, down to shutting off the current for you. It even re-sets the heat to keep the coffee hot after it's made. You don't watch it. You don't think about it. It does the whole job itself, *every time*.

Think of the convenience. Think of the freedom from worry. Think of the confidence and joy in *knowing* that every time you make coffee in your home it will be clear, mellow, full-bodied—the kind people lift their eyebrows about. And you'll be proud of its rich, lovely beauty, too—all lustrous chrome-plate, inside and out, the surfaces that assure you of pure, true, coffee-flavor, authorities agree. Remove the brew-top and you have the most beautiful server.

In justice to yourself, see Coffeemaster today. If you ever see it work, and taste the marvelous coffee it makes, you'll want one.

There's none other to equal it. On sale at all good dealers in electric appliances throughout the United States and Canada.



Coffeemaster alone, \$15.00.  
Or with stunning service set, including matched tray, sugar and creamer, \$22.50.

**Sunbeam**  
AUTOMATIC

# COFFEEMASTER

THE COFFEE-MAKER YOU DON'T HAVE TO WATCH

Made and Guaranteed by Chicago Flexible Shaft Co., 5688 Roosevelt Road, Chicago, Ill.  
Canada Factory, 321 Weston Rd. So., Toronto. 50 Years Making Quality Products.

Makers of Sunbeam MIXMASTER, IRONMASTER, SHAVEMASTER, ETC.

## LETTERS TO THE EDITORS

(continued)

Europe safe for England—but I do think they ought to pay us for their last war first.

Keep up the good work.

GEORGE R. FAIRLAMB JR.  
Comdr. U.S.N.

Long Beach, Calif.

Lucinda Ballard, Designer

Sirs:

The photographs James Gray and I took of Toumanova in Degas poses were wonderfully presented in LIFE, April 17. In fact, the whole story was swell—with one exception. You honestly didn't do Lucinda Ballard credit by referring to her as a "socialite." She may be that, if you like, but she is primarily a hard-working designer who was responsible for Toumanova's costume and the sets in the pictures.

She herself appeared in one of the photographs purely by accident. Our model failed to show up, so after we had waited around a while, Mrs. Ballard got into the ballet clothes and took the pose simply to save us all time.

JOHN F. O'REILLY

Gray-O'Reilly  
New York, N.Y.

Albanian Oil

Sirs:

In your article on Albania (LIFE, April 17) you say "Albania's oil wells have been developed nearly to the point of satisfying Italy's oil requirements."

According to a publication of the U. S. Bureau of Mines, entitled *International Petroleum Trade* and dated Jan. 25, 1939, the oil fields in Italy and Albania supply only 5% of Italian requirements and the outlook for any substantial increase is not promising.

If you have attempted to indicate that Italy has secured any great oil plum in the form of Albania, you are sadly mistaken.

W. H. PERDUN

Laurence H. Marks & Co.  
New York, N.Y.

● Upon further investigation of Italian boasts, LIFE retracts its statement, agrees that Albania is not likely to be any great oil plum.—ED.

Slackers

Sirs:

You had a fine, fair statement relative to Grover Cleveland Bergdoll in the April 24 issue. I am his present counsel and was his counsel 20 years ago at his court martial.

You are in error however, when you state: "In a rash moment in 1914, he offered his services to Germany as an aviator. He was refused."

There was no evidence at the trial and no statement was made at the trial that he ever offered his services to Germany as an aviator. There was evidence, as I recall, that he offered his services as an aviator to the United States during the height of the war, if all criminal indictments against him were dropped.

I am glad LIFE made the statement that there were "337,649 Americans who evaded the World War Draft." Most of them suffered no punishment and some escaped to Mexico and Canada and returned later to the United States. Some as conscientious objectors served a year in jail. I believe no other "draft evader" except Erwin Bergdoll was tried for "desertion in time of war."

HARRY WEINBERGER

New York, N.Y.

Sirs:

Your interesting article on Bergdoll leads me to ask: What, in general, was the fate of the 337,649 other slackers who evaded the World War Draft?

W. F. SPENGEMAN

East Orange, N.J.

● Of the 337,649 draft dodgers only 970 were court-martialed. Of these 609 were convicted and generally given jail terms.—ED.

DON'T GET  
MIXED UP ABOUT  
MIXERS—USE  
CLICQUOT  
CLUB SODA



## CLICQUOT CLUB SODA

IN FULL, 32-OUNCE QUARTS  
AND SMALLER SIZES

"I like my Shelvador  
because:

... everything you want  
in an electric refrigerator  
—convenience, economy,  
and beauty."—MRS. C.  
P. SHUFFLEBARGER,  
SOUTH BEND, IND.

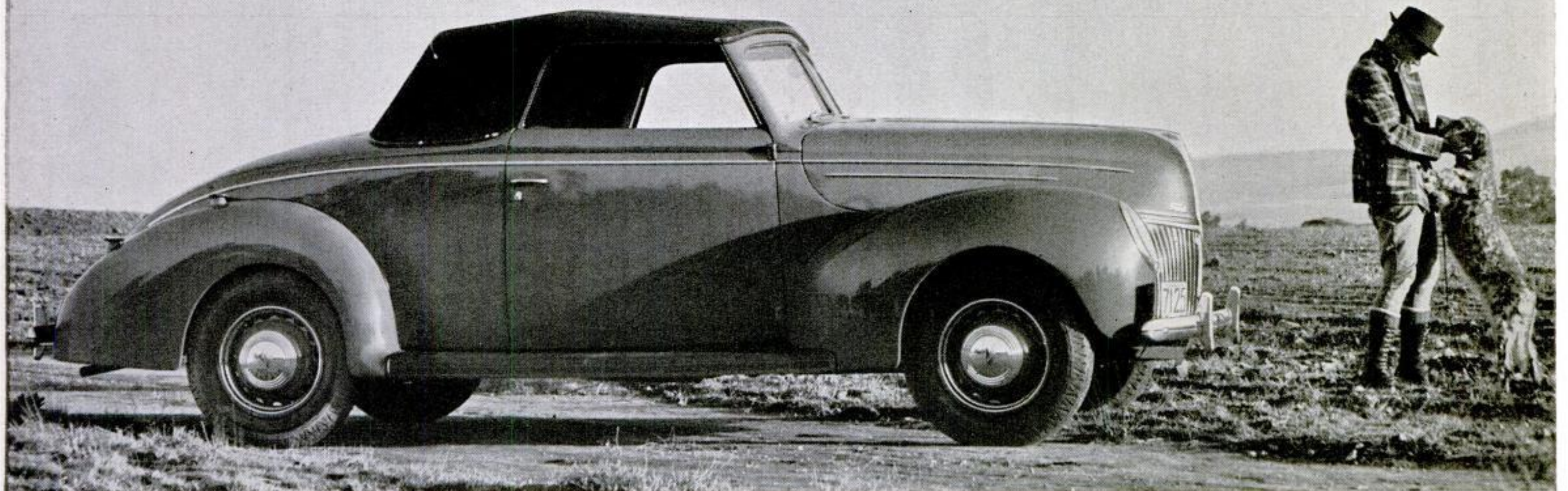


LOOK NO OTHER  
REFRIGERATOR  
HAS THIS  
ADVANTAGE

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# You'll find it in a **FORD**



Whatever you want in a motor car, you'll find it in a Ford!

**BEAUTY?** Ford started today's style trend and is the acknowledged leader.

**BIGNESS?** Ford gives you big, roomy interiors, with broad, deep, restful seats, and ample leg and head room.

**BRAKES?** Superb hydraulics, with the biggest brake drums and largest lining areas of any low-price car.

**PERFORMANCE?** The Ford V-type 8-cylinder engine is famous for its flashing pick-up and smooth power.

**COMFORT?** The softest Ford seats you ever settled into . . . scientific soundproofing that gives you restful quiet at almost any speed . . . a stabilized chassis that doesn't dip when you stop or bob when you start.

**ECONOMY?** An 85-hp. Ford had the greatest gas mileage of any standard-drive car over 4 cylinders in the recent Gilmore-Yosemite Economy Run as recorded in February *Motor Age*.

**LOW PRICE?** All Ford prices are low and include equipment. Ford "60" prices are the lowest delivered prices of any except four-cylinder cars.

*Riding is better than reading. A Ford steering wheel is the best salesman. In the car, on the road, you'll soon agree that Ford-built means top value.*

## FORD V-8

★ SEE YOUR FORD DEALER ★  
FOR GENEROUS TRADE-IN ON  
ANY MAKE CAR—EASY TERMS



# SPEAKING OF PICTURES

...THIS IS NEW "OLD BILL"



"IT'S ALL RIGHT FOR A CRISIS, BUT IT WOULD 'AVE TO BE LET OUT FOR A WAR"



No British Tommy will ever forget the War cartoon (inset) of "Old Bill," in the middle of No Man's Land, silencing an uneasy companion with the stoic remark: "Well, if you knows of a better 'ole, go to it." "Old Bill" was a seasoned campaigner, with a somewhat-may outlook on life. Soldiers in the trenches loved him because, like them, he hated war deeply but loved freedom more. He was born of the War itself one day on the Western Front in the mind of Captain Bruce Bairnsfather. Before that, Captain Bairnsfather had limited his artistic efforts to harmless doodles drawn on shirt cuffs and tablecloths.

Last October, after Munich, "Old Bill" reappeared as a weekly feature in London's *Bystander*. His old uniform is a bit too tight for another war, but in his new uniform as a sergeant drilling women volunteers (far right) or in his overalls as a worker in a rearmament factory (below), he still looks fit. Today he is as true a reflection of peace-minded Britishers preparing for war as he used to be of war-minded Britishers hoping for peace. But he remains a pacifist by nature. On Armistice Day he laid down his tools and stood thinking of the Cenotaph honoring World War dead (see page 13).

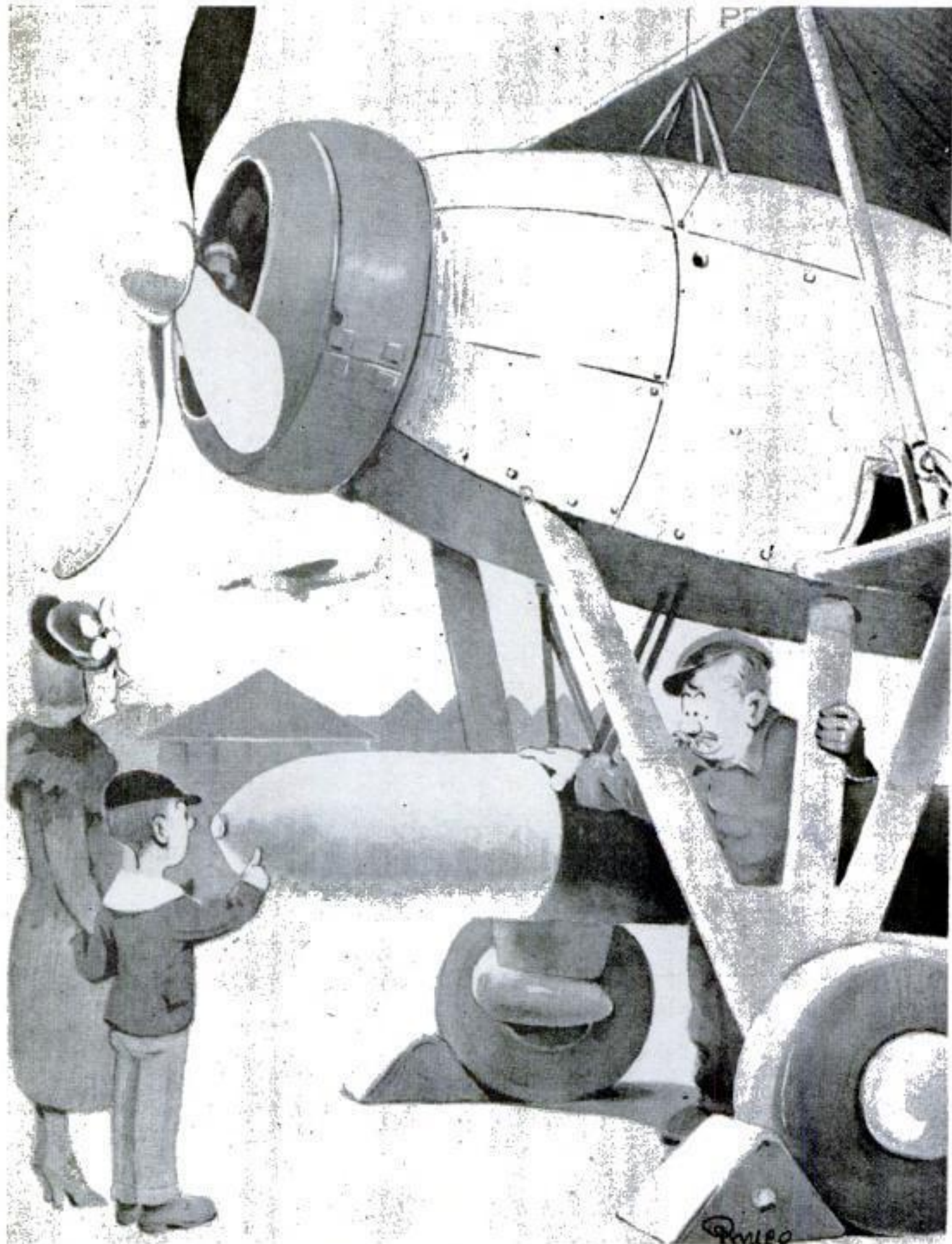


"WHAT'S HIS NAME, MISSUS?"  
"CRISIS CHAMBERLAIN PEACE"



"I DON'T BELIEVE IN COMPULSORY SERVICE, YER KNOW, MATE. ALL I SEZ IS, EVERYONE SHOULD BE MADE TO SERVE OF THEIR OWN FREE WILL"





"WHAT'S THIS FOR, SON? JUST IN CASE SOME BLOKES DON'T LIKE BEIN' APPEASED"



"THAT'S THE IDEA, LADY! IT'S JUST LIKE THE LAMBETH WALK, ONLY DIFFERENT"



SAYS "OLD BILL" AS A TRAVEL AGENT TO AN ITALIAN IN SPAIN:  
"CAN I INTEREST YOU IN A PASSAGE HOME, AS SOON AS THIS IS OVER?"



"SO YOU'RE A SERGEANT IN THE SECOND 'AMPSHIRE, ARE YER? WELL, I'M  
A PRIVATE IN THE FIRST OVERALLS, IF YER WANTS TO KNOW"





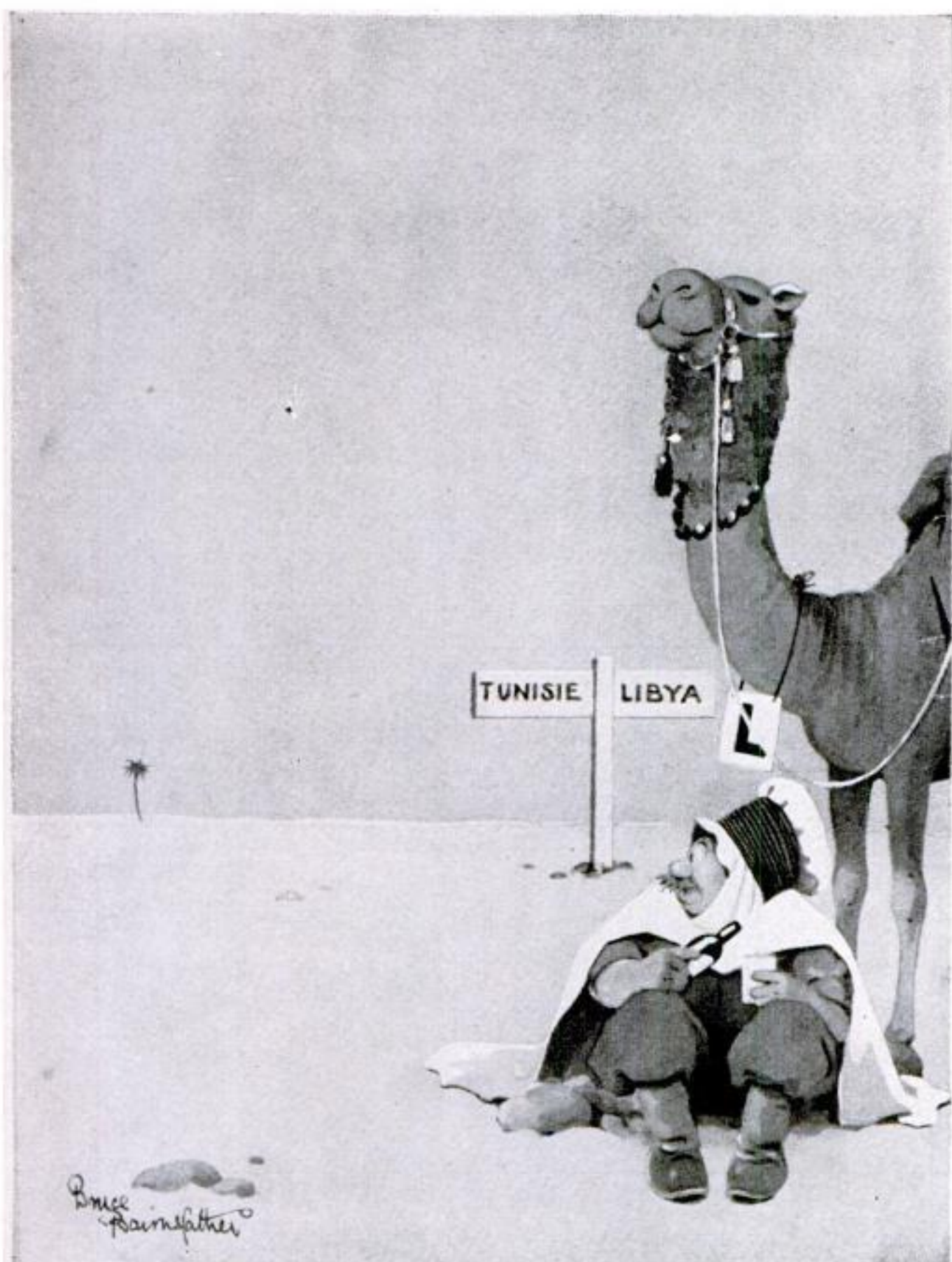
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*By* **PEPPERELL**

"BUY COTTONS" because this—our largest American industry—returns to you so much beauty, comfort and economy. "BUY COTTONS BY PEPPERELL" because the Pepperell Label is one of the surest indications of Extra Value on the widest variety of Cotton Fabrics—on Sheets, Blankets, Work Clothing Fabrics, Prints, and many garments and articles made from Pepperell Fabrics. Pepperell Manufacturing Company, Boston, Mass.



# SPEAKING OF PICTURES

(continued)



"GOSH! IT WOULD BE TERRIBLE IF FRANCE LOST ALL THIS TO ITALY"



AT THE ELEVENTH HOUR: ARMISTICE DAY, 1938

I TOLD YOU THAT MARRIAGE  
WOULD HIT THE ROCKS . . .



**SUSAN:** Mercy me, this telegram says our newlyweds are in trouble again! Mollie wants to pack her bags and come here.

**MATILDA:** I told you that marriage would hit the rocks if she didn't get wise to herself. Come on—we haven't a minute to lose!



**SUSAN:** But I'm scared to death of these flying machines. Why can't we send Mollie a telegram instead?

**MATILDA:** Don't be a ninny! I've told Mollie a million times Jack wouldn't nag so much if she'd only keep that pesky tattle-tale gray out of his shirts and things. Now I'm going to *show* her how to do it.



**SUSAN:** H-m-m-m! I'm not frightened a bit any more. We ought to do more flying, Matilda.

**MATILDA:** The next flying we'll do is on our feet—straight to Mollie's and then to her grocer's. Once she stops using those weak-kneed soaps that leave dirt behind—and changes to Fels-Naptha Soap—she'll get rid of tattle-tale gray in a jiffy!



**MOLLIE:** Hey, forget those dancers a minute and look at Jack's shirt. It's just marvelous how white my washes look since Fels-Naptha's richer golden soap and gentle *naphtha* went to work for

me. Not a trace of tattle-tale gray now!  
**JACK:** That isn't *all* the good news, darling. Did you tell these two cupids we're taking another honeymoon cruise?

**BANISH "TATTLE-TALE GRAY"  
with FELS-NAPTHA SOAP!**

**TUNE IN! HOBBY LOBBY**  
every Wednesday night. See local paper for time and station. COPR. 1939, FELS&CO



# THE JOY OF A BARBASOL FACE



**Your Wife** will be the first to shower you with flattering words: "My, how much younger you're looking here of late. Now aren't you glad I bought you that tube of Barbasol?"



**or your Sweetheart** (if you're still on the loose) will have her say: "How smooth, soft, positively nice the skin is, on your cheeks, jaw and chin."



**your Boss** may not tell you in so many words or write you a memorandum, but he'll certainly notice the improvement in your appearance, possibly with thoughts of your salary.



**and you Yourself** will feel as proud as a peacock. Not only the quickest, cleanest shaves you ever had, but a finer-looking skin by far. No half-cut stubble, either. That's the joy of a Barbasol Face.

**YOU'LL GET SWELL RESULTS** with Barbasol in ten short days or so. That's because Barbasol does more than give you the sweetest shaves you ever had. Its beneficial oils protect the skin from irritation, coarseness, roughness—oils that smooth and soothe, soften and freshen the skin. Your druggist carries three sizes. The large tube, 25¢. Giant tube, 50¢. Family jar, 75¢. Barbasol Blades, scalpel sharp, only 15¢ for 5.

*For modern shaving...*



*No Brush—No Lather—No Rub in*

## LIFE'S PICTURES



Roger Schall, who flew to Morocco to photograph the wedding of the three sons of the Pasha of Marrakech (pp. 30-31), is one of France's most famous news photographers. Plump and jovial, he leads a Bohemian life in Paris, which he loves, and frequents the boulevards in nattily striped suits and flamboyant shirts. He is elaborately painstaking and sends his pictures out in separate cellophane wrappings. He uses a Rolleiflex, says he has taken pictures in every village in France. This photograph was taken on a holiday ramble along the coast of Brittany.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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4—LEIGH IRWIN  
6—W. W.  
10, 11, 13—CAPTAIN BRUCE BAIRNSFATHER  
19—MCLAUGHLIN PHOTO SERVICE  
20—DAVID E. SCHERMAN exc. cen. rt. JEROME ROBINSON and bot. rt. ACME  
21—MAX P. HAAS (2), JEROME ROBINSON—CORNEL—bot. cen. and rt. DAVID E. SCHERMAN  
22—Cen. rt. WALT SANDERS from B. S.—bot. DAVID E. SCHERMAN, EISENSTAEDT-PIX  
23—DAVID E. SCHERMAN—WALT SANDERS from B. S.  
24—HOWARD COSTER from B. S.—INTERPHOTO, PAUL PETERS-HOUSTON POST—N. Y. DAILY NEWS PHOTO, ACME  
25—A. P.  
26—A. P.—INT., ACME  
27—RAY BUTLER-MIAMI HERALD exc. rt. W. W.  
28—PERRY CRAGG-CLEVELAND NEWS  
29—PETER STACKPOLE  
30, 31—SCHALL-PIX  
32—WM. VANDIVERT  
35, 36, 38—MORSE-PIX  
40, 41, 42—KARGER-PIX  
47—from NEW YORK WORLD, NOV. 9, 1903—PRESS PUBLISHING CO.—CULVER  
48—T. BROWN BROS.—cen. U. & U.  
50, 51, 52—DAVID E. SCHERMAN  
54—NEWMAN from W. W. exc. cen. P. I.  
57—ELIOT ELISOFON—© THE ST. LOUIS POST-DISPATCH  
58—ELIOT ELISOFON exc. cen. t. rt. HANSEL MIETH and bot. lt. PAT COFFEY  
59—Lt. column ELIOT ELISOFON—HANSEL MIETH—ELIOT ELISOFON; rt. column drawings by HILDEGARD WOODWARD from "THE CHOSEN BABY" by VALENTINA P. WASSON, published by CARRICK & EVANS  
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63—HERBERT GEHR  
64, 65—HAROLD B. CHURCHILL  
66—M-G-M—P. I.  
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68, 69—KARGER-PIX  
70—A. P.—E. P. GOLDSCHMIDT & CO. LTD. (3), P. I., A. P.  
71—W. W.—W. W., P. I. (2)  
72—MOVIETONE NEWS  
73—A. P.  
74—W. W.  
75—WIDE WORLD CABLEPHOTO  
76—P. I.  
77—INT.  
78, 79—P. I.  
82, 83, 84, 85—MARGARET BOURKE-WHITE  
86, 87—J. R. EYERMAN  
88—BRITISH PRESS COMBINE—BRIGGENS

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... and there's a **RONSON** for every room in the home ✿ ✿ make "lighting up" sure, safe, convenient, clean and graceful

**TOUCH-TIP—**Lighter Cigarette Cabinet.  
**ULTRACASE—**Slim lighter-cigarette case.  
**SUPERPACT—**Lighter, cigarette case and vanity.  
**V.I.K.I.N.G.** TOUCH-TIP—Silver-plated table lighter.  
**STANDARD—**Handsome, useful pocket-lighter.  
[Prices begin at \$3.75]

**Don't Forget**  
MOTHER'S DAY May 14  
FATHER'S DAY June 18  
BIRTHDAYS  
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WEDDINGS  
GIFTS FOR BRIDE AND GROOM  
Keepsakes for Bridesmaids and Ushers

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WORLD'S GREATEST LIGHTER

**FREE** catalog, "What's New in RONSON". Write for it, giving dealer's name, to RONSON, 45 Aronson Square, Newark, N. J. Also London, England and Toronto, Canada. ¶ See the new RONSONS at your jeweler, department store and stores selling smokers' fine articles. ¶ See the RONSON Exhibit, N. Y. World's Fair, Store No. 1, Constitution Mall, adjacent Academy of Sports. Important—use always RONSONOL, RONSON Igniters, RONSON Wicks, (See your Dealer)

## WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

— And You'll Jump Out of Bed in the Morning Rin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk. A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name. 25c at all drug stores.



*A new kind of tire that's Safer—because it's "Heat-Vented"*

Get the 3 way protection of the

**SEIBERLING**

**SAFETY S TIRE**



NO OTHER TIRE HAS THIS REMARKABLE "HEAT-VENT" FEATURE!

*A tire built on entirely new safety principles*

**1. Patented vents remove the greatest threat to tire safety and tire mileage.**

The friction heat that piles up inside an ordinary tire, traveling at high speeds, can't escape because rubber is a poor conductor of heat. This causes most blowouts. In the new Seiberling Safety Tire this dangerous internal heat is forced out through rows of patented "Heat-Vents" that go down into the very vitals of the tire. And because it runs cooler this tire lasts longer—and is safer.

**2. A Saw-tooth tread that grips the pavement—regardless of the weather.**

It's as silent as black velvet while your foot is on the accelerator. But a thousand "Saw-tooth" claws grip the pavement the instant you step on the brakes . . . claws that dig in—and hold—until you are safely stopped. And this Seiberling Safety Tire holds its grip even after 10-20 months of service, because the "Saw-teeth" are just as sharp at the base of the tread, as at the top.

**3. "Saf-flex"—a new fatigue resisting cord that absorbs terrific punishment.**

Seiberling's new "Saf-flex" possesses twice the elastic strength of ordinary cord—and gives the body of the tire an amazing resistance to bruising, and road shock. That means greater safety and thousands of extra miles of service. And the unusual springiness and cushioning effect of "Saf-flex" cord makes this new Safety Tire so resilient that driving seems almost like floating.

**YOUR SEIBERLING DEALER IS OFFERING DEMONSTRATION RIDES AND GENEROUS TRADE-INS NOW**

*You need the greater security of this new, different Seiberling tire during the dangerous blowout season just ahead. See your Seiberling dealer. Let him demonstrate the unique safety and riding comfort of this new Seiberling tire—and make you a generous trade-in offer on your present tires.*

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**NOW IS THE SMART TIME TO TRADE YOUR PRESENT TIRES FOR THESE SAFER SEIBERLINGS**





**"FEAST YOUR EYES ON THIS,  
MY LOVE,  
*Waffles*  
2 AT A TIME"**

"Imagine this stunning Waffle Baker on our own dining room table! And little me at the 'throttle'! You and the guests being smarty about my 'cooking.' But I simply set the dial. Then, presto!—the most divine waffles you ever tasted! And thanks for the cheers—as the crispy, full-size waffles issue forth in matched pairs—two at a time. Just as fast as you and our appreciative guests can eat them. And so my reputation is made—as a very clever hostess."

This new Twin-O-Matic automatic waffle baker is an inspired gift. One that will bring grateful thanks on countless occasions. Never fails to add interest and enjoyment to breakfasts, Sunday suppers, informal parties. Twin-O-Matic is featured by the better dealers—\$16.00 complete. Non-automatic model, slightly less. Manning, Bowman & Co., Meriden, Conn.

**YOUNG  
HOSTESS  
DOES WONDERS  
WITH  
WAFFLES!**



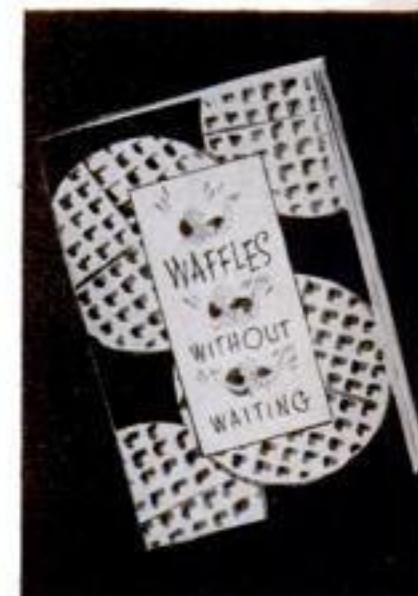
**Plenty of waffles — plenty of fun!** She just sets the dial that "thinks" and acts for her. Then out come the glorious waffles —2-at-a-time! As fast as hungry guests can eat them.



**Automatic!** This dial controls heat and texture of waffles. Bakes them just as you like them.



**Bakes 2 at a time.** Batter top grid. Then turn and batter lower grid. Batter troughs catch any overflow.



**New Waffle Recipes** FREE at your dealer's...or send us 3¢ postage.

**MANNING-BOWMAN** *Twin-o-matic* **WAFFLE BAKER**  
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**LIFE'S COVER.** The fine sensitive face on the cover belongs to the wife of America's greatest post-War hero (LIFE, April 3). But Anne Morrow Lindbergh is now a celebrity in her own right. Her two beautifully written books, *North to the Orient* and *Listen! The Wind*, have won her wide acclaim. In this picture Photographer Paul Cordes has magnificently caught her character. He took the picture in 1938, while the Lindberghs were paying their unexpected visit back home. For pictures of their present surprise visit, see page 26.

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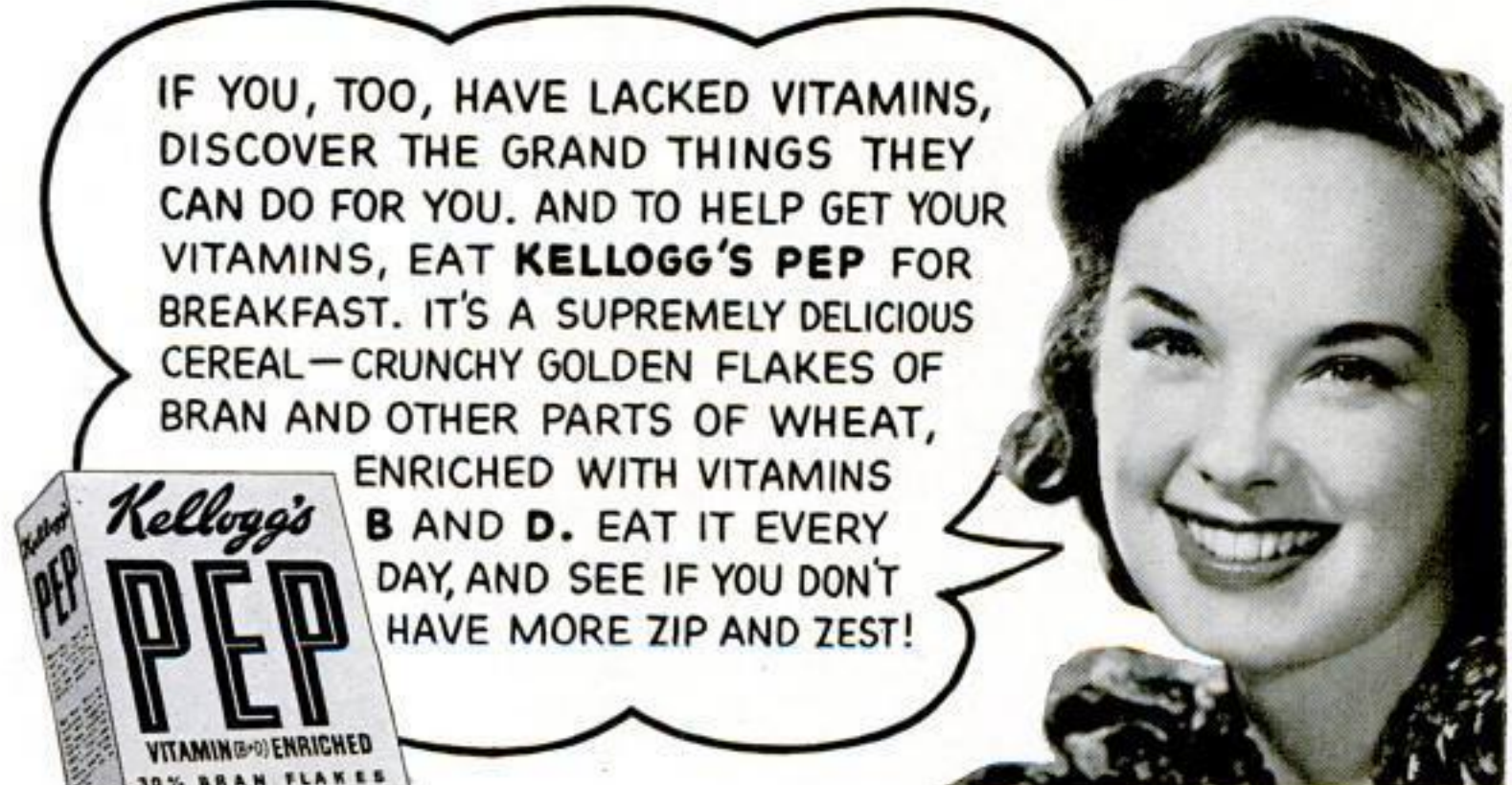
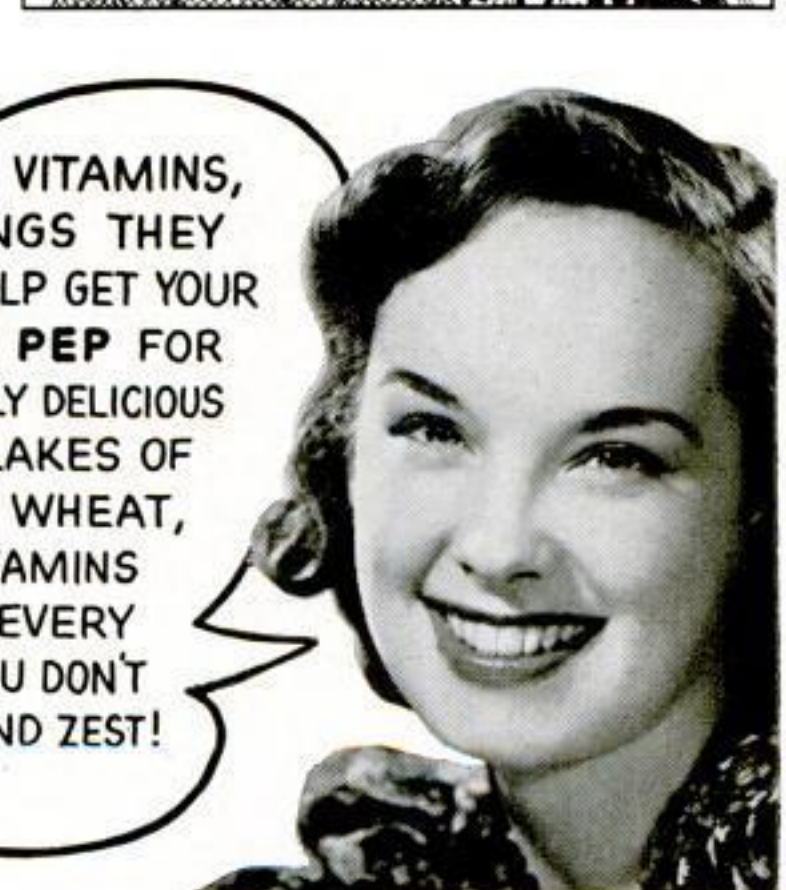
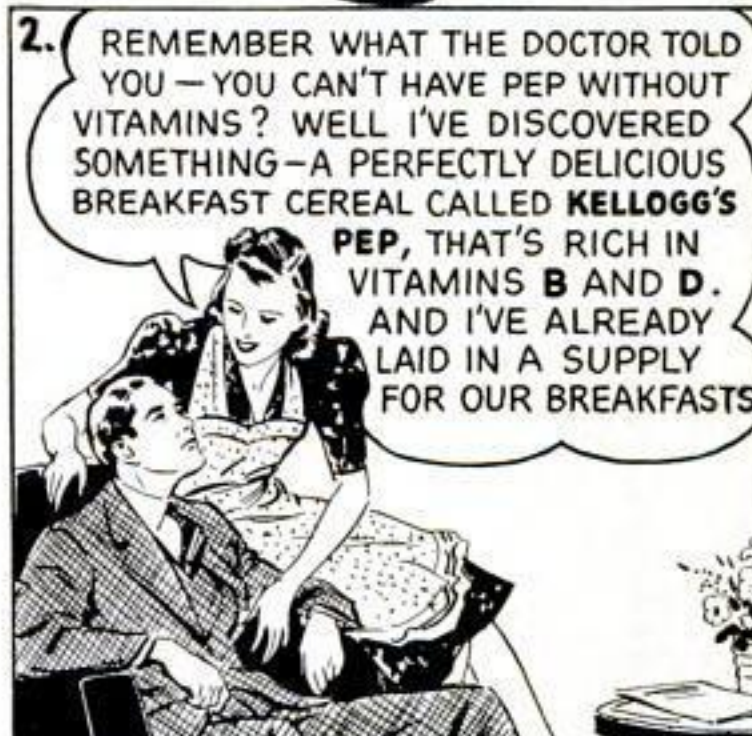
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**Vitamins for pep! PEP for vitamins!\***

\*Pep contains only vitamins B and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B, and about 1/2 the daily requirement of D.



*"Me... I got the part!"*

**1.** Ever since I came to New York to be a second Sarah Bernhardt, I've been trying to get in to see this producer. So when I finally spotted him at Vera's party, I was that excited I almost had stage fright.



**2.** Just as I was working up nerve to tell him how I'd played six weeks of stock in Center City, the coffee was served. "Take it away!" he groaned. "I love coffee like my own mother, but it won't let me sleep!"



**3.** "But listen!" I broke in: "Give friend Vera credit for being a considerate hostess. This is Sanka Coffee! It's 97% caffeine-free... so it *can't* keep you awake!" He looked doubtful—but took a chance.



**4.** "Superb coffee!" he cried and reached for a second cup of Sanka. "Of course it is!" I came back, picking up my cue like an old troupier. "That's because *only* the caffeine is taken out... the flavor *stays* in!"



**5.** "What's more," I added, "my doctor told me that the Council on Foods of the American Medical Association says: 'Sanka Coffee is free from caffeine effect, and can be used when other coffee has been forbidden.'"



**6.** Well, my producer certainly gave me a hand! "You're a bright little girl," he said. "And you've got a great delivery. If you'd like a few lines in my new play, come up to my office tomorrow!"



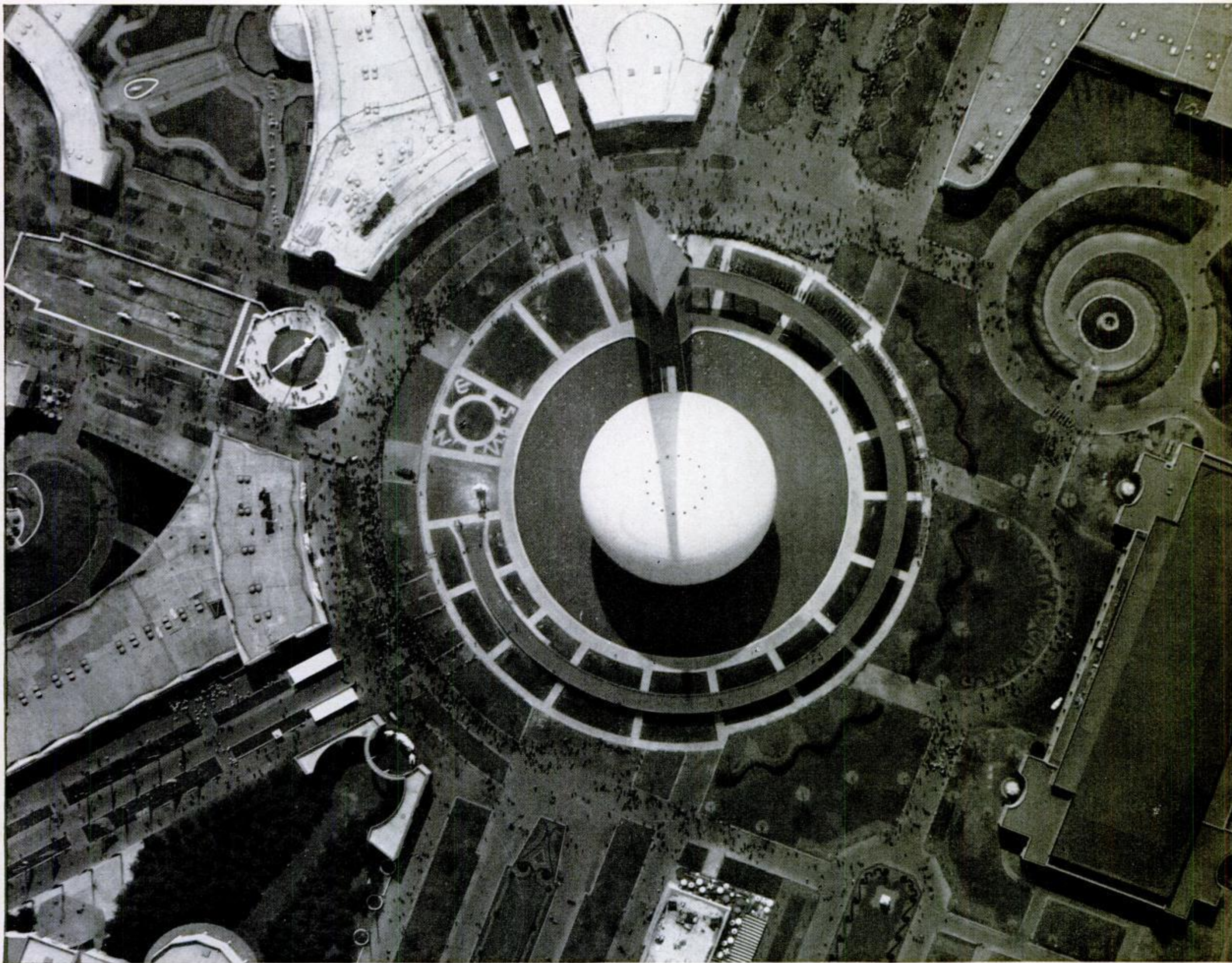
## SANKA COFFEE

REAL COFFEE... 97% CAFFEIN-FREE... DRINK IT AND SLEEP

"Drip" or "Regular" Grind. Get a Can at Your Grocer's Today!

TUNE IN "WE, THE PEOPLE"... laughs, pathos, thrills, drama, as real people tell true experiences!—Tuesday evening—Columbia Network—see your local paper for time and station.





IN THE HEART OF THE NEW YORK WORLD'S FAIR STAND THE 700-FT. TRYLON THE 200-FT. PERISPHERE. THIS VIEW WAS TAKEN AN HOUR AFTER OPENING OF FAIR

## NEW YORK OPENS THE GATES TO THE WORLD OF TOMORROW

A little before noon on April 30, an aerial photographer circled over the shining geometry of the World of Tomorrow. Black around the blue pool of the Trylon and Perisphere—theme center of New York's Fair—swarmed the first of 605,524 visitors who entered the gates the opening day. In the air-view above you glimpse the exciting angular patterns of the world through which they wandered—a world of cosmic rays and television, of man-made lightning and aquabelles, of the Futurama and Democracy.

New Yorkers received the greatest world's fair in history with indifference. Bored by a four-year barrage of Fair publicity and alarmed by Grover Whalen's prediction of 1,000,000 people the opening day, they stayed away in droves. Only the influx of out-of-town visitors enabled Mr. Whalen to welcome the 1,000,000th visitor on the fifth day.

With the San Francisco Exposition reported going badly in the red, this was cause for worry. But as soon as New Yorkers began to see the Fair they were enthusiastic. They complained of too high prices and exhibits still unfinished, but there was no doubt that, for sheer interest, this was the greatest show on earth.

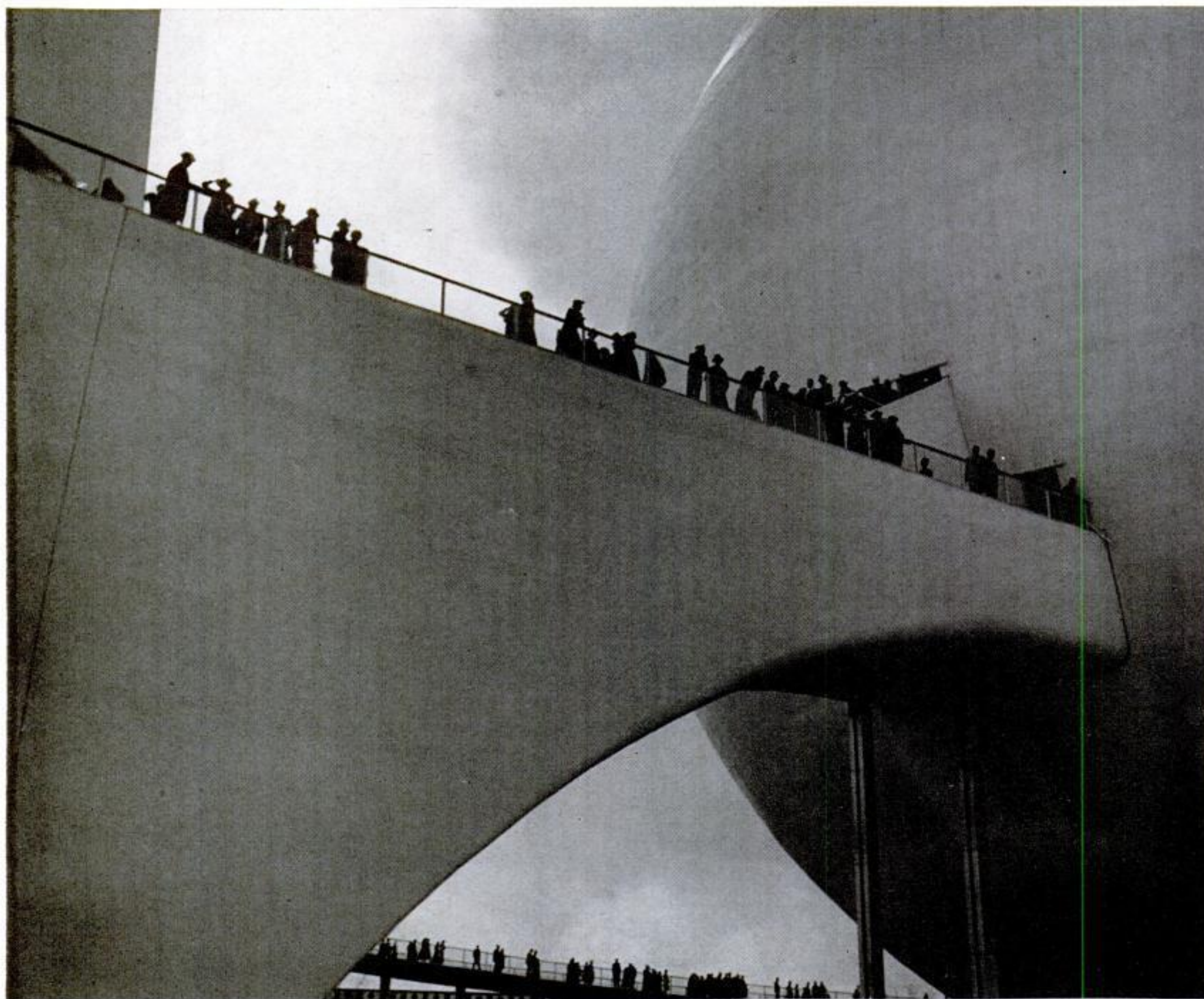
In rebuke to supercilious New Yorkers the *Herald Tribune* quoted Henry Adams—"Perhaps the most sophisticated mind America has yet produced"—who found, at the Chicago Fair of 1893, "matter for

study to fill 100 years." At the World of Tomorrow he might well have found mental fodder for a thousand. More comprehensively, more handsomely than ever before, New York's \$157,000,000 Fair has synthesized the achievements and dreams of mankind.

The Fair is, above all, a magnificent monument by and to American business. Most of the buildings were built and most of the exhibits created by big American companies and whole industries. These were the exhibits which immediately drew the visitors and held them enthralled, while the "amusement zone"—still far from complete—seemed drab in comparison. In downright showmanship there was little to choose between General Motors' superb Futurama and Billy Rose's dazzling but unsurprising Aquacade. The Aquacade costs \$1; the Futurama is free.

On the following pages LIFE presents some of the sights you can see at New York's World of Tomorrow.





From the Tylon into the Perisphere march visitors to inspect Democracy—the City of Tomorrow. Within the huge sphere they

stand on revolving galleries, look down on a panorama of the future. Admission is 25¢. Only a few other big exhibits charge fees.



Fireworks over Fountain Lake at midnight climaxed activities of opening day. At the left is the tower of the Florida pavilion. Billy

Rose's Aquacade is shown silhouetted against the Perisphere at extreme right. The Fair will have fireworks several times a week.



Firestone farmerettes feed fowl on farm of the future, ballyhoo rubber-tired farm equipment.

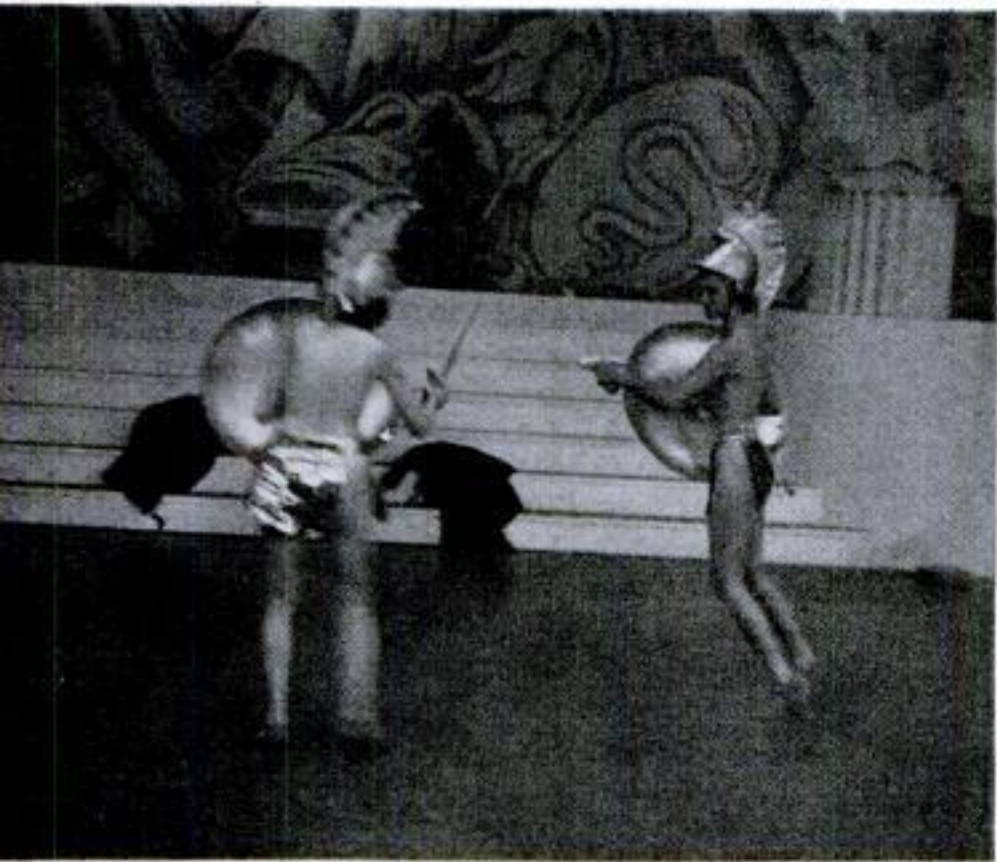


The Bobsled Ride lifts visitors' diaphragms. Another thrill, not yet open, will be parachute jump.



The Aquacade presents girls swimming in floodlit formation. Stars are "Aquabelle" Eleanor





**The Amazons** dance and duel in a Greek setting, dressed in hot-weather Greek attire. The audience stays behind glass.

**Cuban Village** features sacrifice of white girl to Voodoo gods, with accompanying mumbo jumbo.

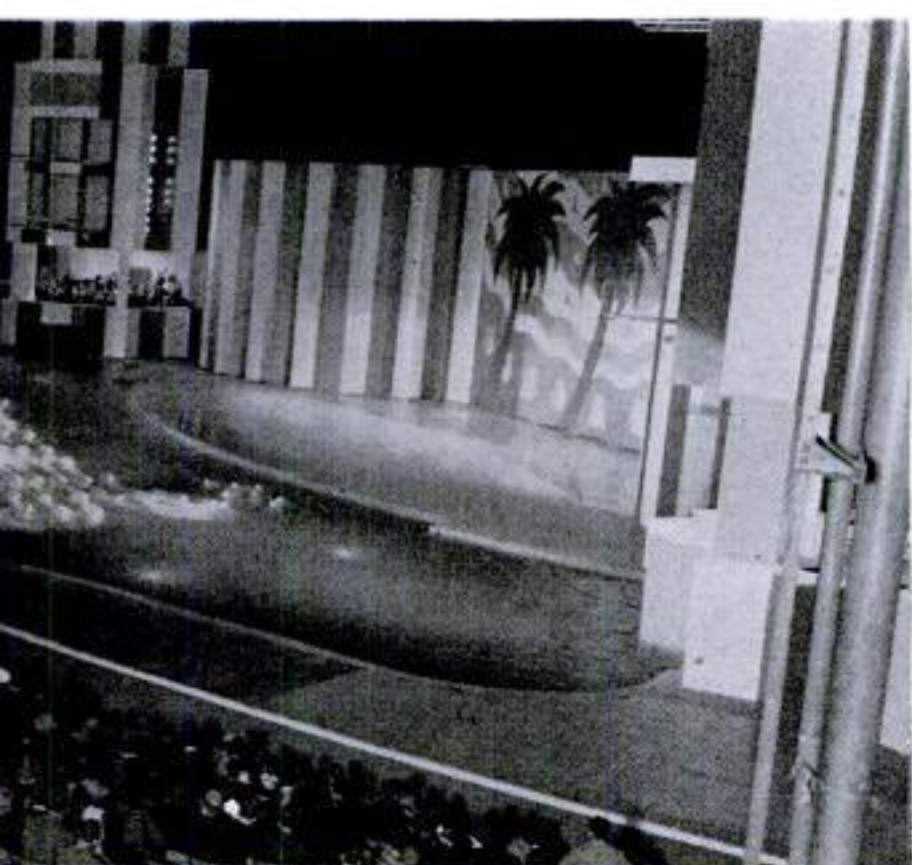
**The Crystal Palace** revives girl acts of former fairs. Picture above shows reprise of Sally Rand's fan dance. Climax of the show is Rosita Royce and her pigeons.



**The Savoy Ballroom** presents the evolution of Negro dance forms. At left are the savage dancers of Africa, who demon-

strate primitive rhythms to the accompaniment of tom-toms. Couple in the center are cakewalkers of the early

1900's. At right are swing-steppers of today. The Dance of Tomorrow, also shown, is called "The Mutiny Swing."



Holm and "Aquadonis" Johnny Weissmuller. Cast includes 500 aquafemmes, aquadudes, aquagagmen.

**The "Dodgem"** is a sure-fire favorite at the Fair. This picture might have been taken at Coney Island. At the Fair it opened full blast the first night, has been going strong since.

**Sign posts** point way. For utterly dazed visitors there are guides. Fair has 5,000 toilets.

CONTINUED ON NEXT PAGE



# INDUSTRIAL EXHIBITS ARE THE HITS OF THE FAIR

In the entertainment, architecture and beauty of fairs lie sweeping impressions that first dazzle attending crowds. But it is the individual exhibit which the individual observer best remembers. Visitors will remember the World of Tomorrow for the astonishing success with which major exhibitors borrowed the technics of stage and amusement park to enhance their scientific and industrial promotion. The General Motors exhibit was a smash hit because it put visitors in soft moving divans and rolled them up and down hill through a winding tunnel to show them the cities and highways of tomorrow. General Electric's show was a skillfully devised performance involving suspense, humor and a stunning climax of sparkling, crackling, spitting arcs of electrical color.

Believers in democracy can take satisfaction in the fact that among foreign exhibitors the British, Swedish, Norwegian, Danish, Dutch and Finnish buildings were ready the first week; those of Russia and Italy were still dismal with plaster and scaffolding. Here you see a few of the most photogenic exhibits. In future issues LIFE will report on others. Some of those well worth seeing are:

**Ford Motors:** A drive on Road of Tomorrow in a V-8.  
**A. T. & T.:** Visitors draw lots for a free long-distance call to any part of the U.S. Others have fun listening in.

**Borden:** A rotolactor . . . herd of cattle . . . milk bar.

**Glass Center:** Glass blowers . . . furnace . . . glass fiber.

**Chrysler:** A rocket ship . . . three-dimensional movies . . . frozen palm trees.

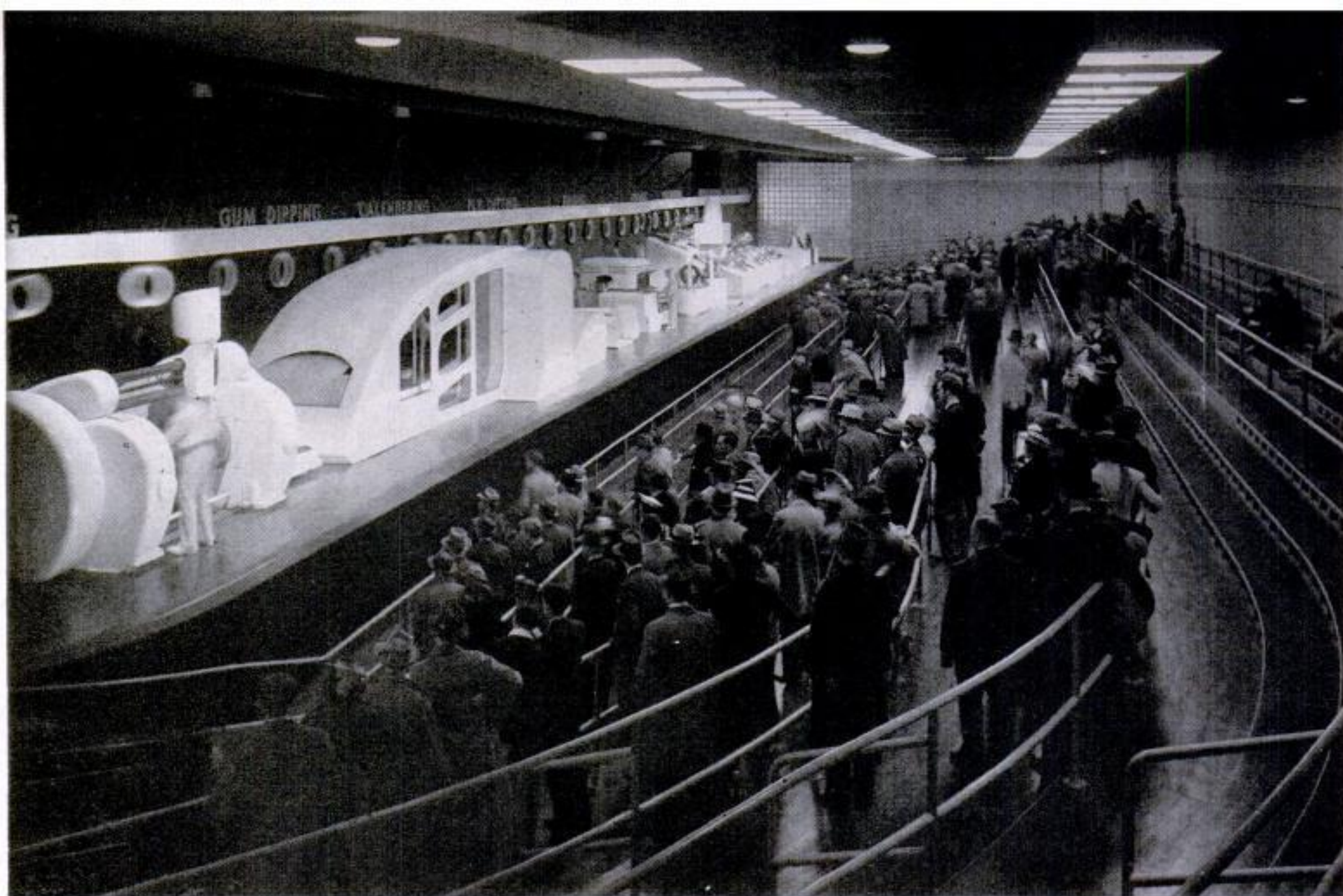
**Railroads:** A 40-mi. model . . . famous engines . . . pageant.

**Goodrich:** Daredevil driving to test tires.

**House of Jewels:** \$8,000,000 in set and rough stones.



Wonder and weary feet characterized the first-day visitors. The grounds contain a total of 65 miles of roads and paths.



Firestone's production line shows the making of a Firestone Champion tire from mixer (left) to wrapping of finished tire (far right). Machinery shown is regular Firestone equipment dressed

up with streamlining for fair. Steps in production are described by an urbane loud-speaker voice. The line daily puts out 160 tires which are then sold through usual channels.

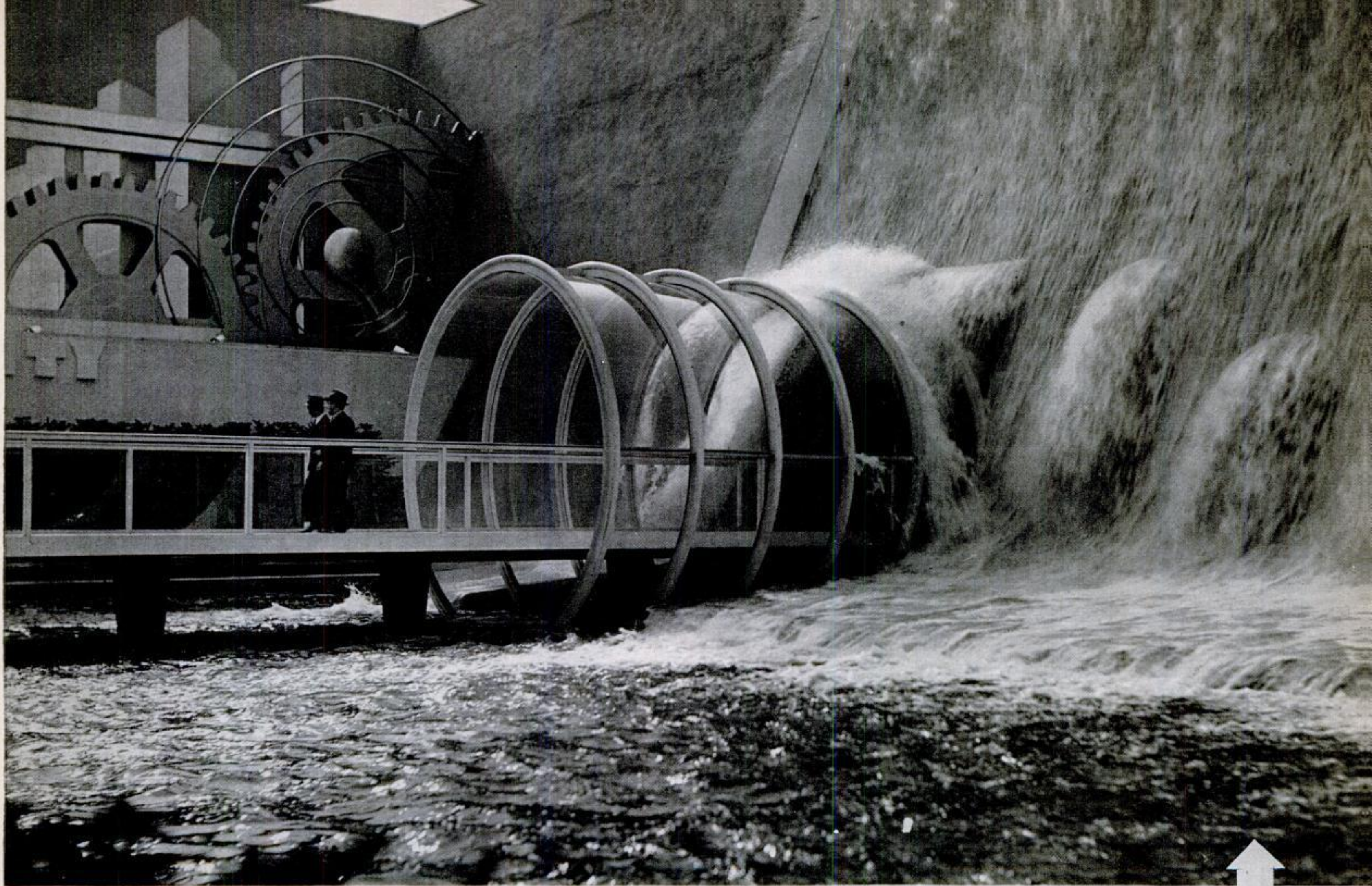


Great Britain's merchant marine is shown in miniature on a huge glass and copper map of the world on second floor of British pavilion. Over 9,000 small models represent all British

merchant ships over 100 tons on main trade routes. Below: a 14-lane highway intersection of tomorrow, shown in Norman Bel Geddes' huge Futurama in \$5,000,000 General Motors exhibit.

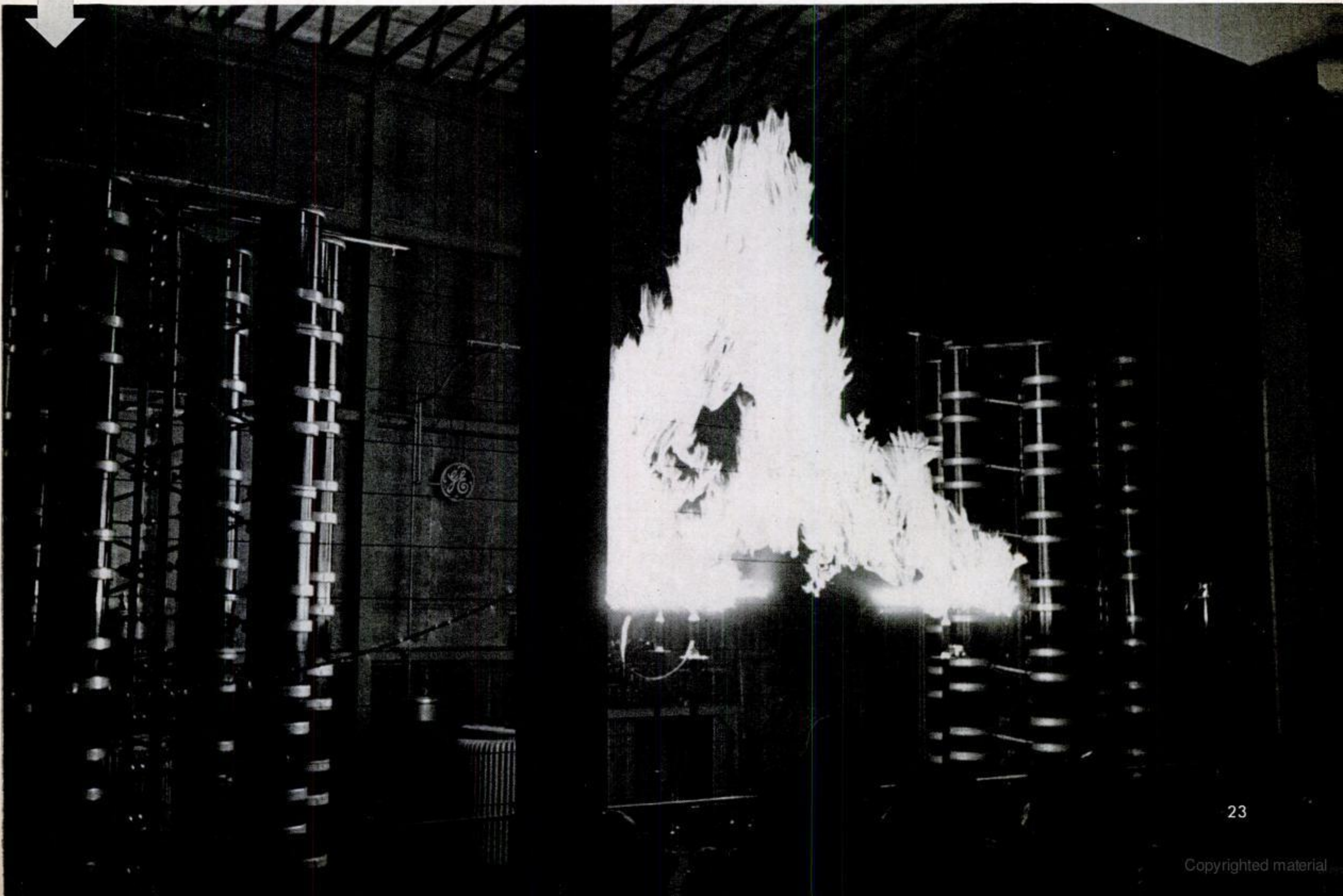






**General Electric** stages a terrifying exhibition of man-made lightning in Steinmetz Hall (*below*). Thunderous 10,000,000-volt arcs flash from giant generators, while audiences wince. Picture shows triple-tongued flames in a three-phase arc. Another GE feature is a "House of Magic" demonstrating trick light and sound effects.

**Electric utilities** combined to produce a spectacular exhibit, the main feature of which is a hydroelectric dam with a 40-ft. waterfall pierced by a glass observation tunnel. Over the dam roar 16,000 gal. of water a minute. At night the fall is illuminated with blue-white lights. Inside are avenues of Yesterday and Tomorrow.





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Poland's Beck stands up to Hitler; Russia's Litvinoff falls; Baseball's Gehrig retires

Among the prime requisites of successful spot-news photography are luck—happening to be on the spot when something pictureworthy occurs—and enterprise—getting into hard places. This week LIFE shows some extraordinary pictures obtained by each method, those by luck on page 32, those by enterprise on pages 30 and 31. But the top news pictures of the week, secured by a combination of both luck and enterprise, do not appear in this issue and up to LIFE's press time had not been printed anywhere. An International News Photo photographer happened to be aboard the liner on which Anne Lindbergh returned from European exile to join her husband (p. 26). With her were their sons Jon, 6, and Land, 2, who among all the inhabitants of the Western World are probably the ones most carefully guarded from news cameras. In the course of the crossing the photographer had, and took, opportunity to make several fine pictures of the children. The editors to whom the photographs were immediately made available declined to print them. LIFE, speaking only for itself, is glad to leave to Colonel and Mrs. Lindbergh the decision as to how and when their children shall be introduced to a public enormously interested in them.



BECK

were once more the two great industrial democracies, Britain and France, with their vast dominions, and Rumania, Greece, the new State of Poland and probably the generally hated autocracy of Russia, now not Czarist but Socialist. Sympathetic to the British side was the U. S. A., final arbiter of any modern World War. In 20 years the Central Powers had lost Turkey and perhaps Bulgaria as allies, and had lost financial credit.

Last week the Germans tried to make sure of Italy by getting a binding military alliance. High Germans poured into Italy. The Germans seemed to have agreed that a prime battlefield of the next war would be the border of Libya and French Tunisia and some tipsters reported German troops in Italian Ethiopia. This kind of war would be sure to bring Italy in on Germany's side.

Germany's next step was to find the fatal chinks in Britain's system of guarantees. The obvious device, put forth in Hitler's answer to President Roosevelt, was to offer non-aggression pacts to all Britain's little friends. The idea was that even if Hitler attacks one



LITVINOFF

Soviet Russia's Foreign Commissar Maxim Litvinoff. All his old friends have fallen—Beneš of Czechoslovakia, Eden of Britain, Titulescu of Rumania, Del Vayo of Spain, Barthou and Blum of France, Brüning of Germany. Last week with a great crash Litvinoff fell too. He had been proposing to Britain an outright Grand Alliance of Britain, France and Russia. Britain had replied that this would force Italy and Japan to make military alliances with Germany and would furthermore profoundly offend anti-Communist Spain, Portugal and the Vatican. All Britain asked was a Russian guarantee of Poland's and Rumania's independence, calling for no counter-promises from Poland and Rumania, both of which hate and fear the Bolsheviks to the East. On May 3 Moscow suddenly announced the "retirement" of Litvinoff, his replacement by Vyacheslav M. Molotov, a young protégé of Stalin's. When the only Communist in the British House of Commons urged Chamberlain to make "personal contact" with some big Russian, he replied, "Perhaps the Honorable Member will suggest whom I should make personal contact with, because personalities change rather rapidly."

For the role of cause of the next World War, the Free City of Danzig last week made its big bid. Hitler had torn up the five-year-old Polish-German peace pact, had demanded Danzig and a 15-mile-wide German highway across the so-called "Polish Corridor." One suggestion was advanced by the New York Daily News—that the Poles have an underpass to cross the German highway (see cut).

Finally Poland's wily Foreign Minister Josef Beck answered Hitler, in a cool, short, impeccable speech before the Sejm (Parliament). Said Beck: "The Free City of Danzig was not invented by the Versailles Treaty. . . . The very existence of that city was due to the decisive fact that it was situated at the mouth of our own great river [the Vistula]."

"Again, and again, the question appears: What is the real aim of it all? Is it the freedom of the German population of Danzig, which is not lacking, or is it matters of prestige, or is it a matter of barring Poland from the Baltic? . . . A self-respecting nation does not make one-sided concessions. Where is reciprocity? It looks rather vague in the German proposals. Peace, like almost all things of this world, has its price, high but definable. We, in Poland, do not know the conception of peace at any price."

**Iron Horse to Pasture.** Lou Gehrig played 2,130 consecutive games of big-league baseball and then on May 2 he stopped playing. The old reliable "Iron Horse," who had set an unapproached record by never missing a game since he started with the Yankees in 1925, benched himself. At 35, his batting eye

of the little nations, the others will stand by, trusting for their future to Hitler's word. Latvia promptly fell for it. This is the fatal flaw in the glorious dream of collective security, so long as nations remain sovereign and selfish, every man for himself.

The great champion of collective security has been

gone, his fielding was a drag on the team. He retired sadly to the dugout to hope against hope that rest would bring back his greatness. In a screwy baseball season, which, to May 5, was seeing two Boston teams in first place, the Dodgers tied for second and the Giants tied for next to last, this was a sad event.

**Poll of the Week.** Published on May 5 were the results of a Gallup poll on the question: "If President Roosevelt runs for a third term in 1940 on the Democratic ticket against Thomas E. Dewey on the Republican ticket, which one do you think you would prefer?" Results: Roosevelt 45%, Dewey 55%.



METEOR TRACK

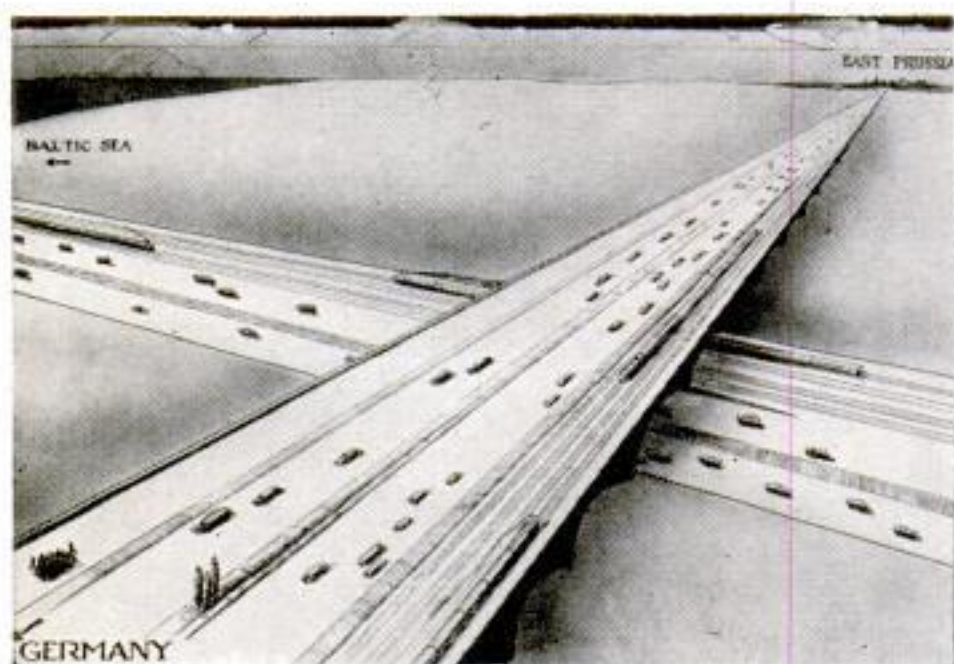
**Portent.** It spelled W-A-R. It spelled H-I-T-L-E-R. It spelled M-A-R-S. It traced a Nazi swastika. Such were some eye-witness reports of a huge meteor which streaked across the sky over Houston, Tex., on the night of May 2.

**Expectant Father.** America's loudest champion of the freedom of the press is Secretary of the Interior Harold L. Ickes. At his May 4 press conference the 65-year-old Secretary, who has a 25-year-old son by his first marriage and last year took a 25-year-old second wife, was questioned on a report that he was soon to become a father again. Mr. Ickes blushed, hesitated, finally admitted, "I have hopes." Then quickly pulling himself together, he cracked: "It's great to be in public life. I would say that what we need is more liberty from the press."

**Coal Crisis.** On May 5, with coal operators and United Mine Workers' union officials still deadlocked over terms of a new contract, 130,000 miners in Western fields quit work to join the 320,000 in the Appalachian fields who had been idle since April 1. In New York City subway service was cut 15% to 25% to save coal. It was estimated that the nation's supply of mined soft coal would last about a month. On May 6, President Roosevelt intervened "in the public interest" to urge a quick settlement of the operator-union dispute.

### PICTURE OF THE WEEK

Out of his trunks in Rome, the Spanish exile of eight years, Alfonso Bourbon, 53, dethroned King of Spain, pulled on, April 23, the robe of Grand Master of the four Spanish Military Orders of Merit. The badges of the orders are blazoned on the hat: reading from left clockwise, the red-flowered cross of the Order of Alcántara, the red lily-hilted sword of Santiago de Compostella, the cross of Montesa, the green cross of Calatrava. Last week it looked very doubtful whether this display would charm Spain's Generalissimo Franco into restoring Alfonso or his youngest son Juan to the throne of Spain. But Franco did restore to Alfonso and a batch of his relatives their personal property, totaling in Alfonso's case nearly \$4,000,000 worth of palaces and real estate.



NEW YORK "NEWS" POLISH CORRIDOR PLAN



GEHRIG





The ex-King of Spain robes himself as a Grand Master



## LINDBERGH DONS ARMY UNIFORM

### AS FAMILY JOINS HIM IN U. S.



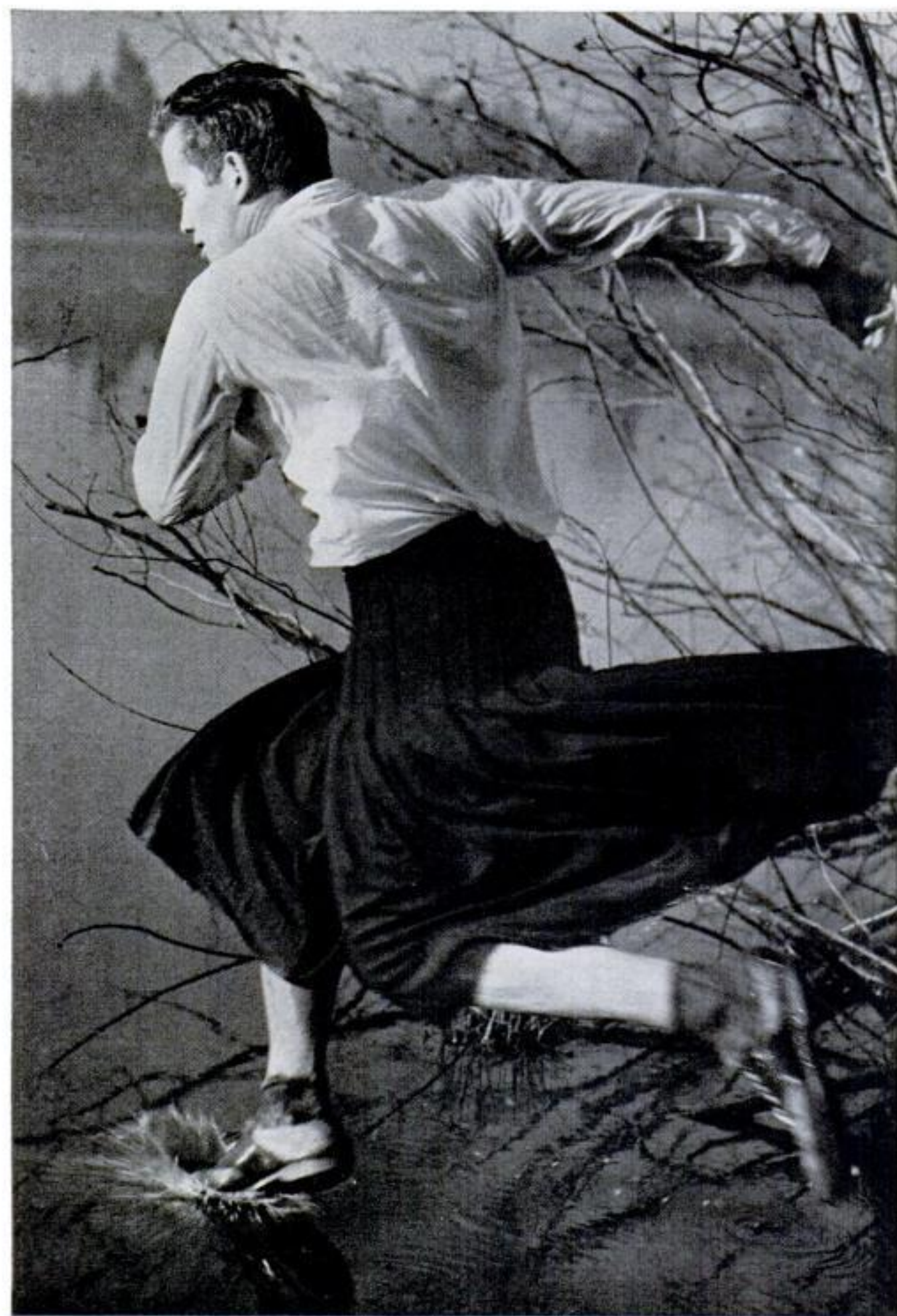
**O**n April 28, the Lindberghs were united on U. S. soil for the first time in over a year. Mrs. Lindbergh arrived on the *Champlain* (below) with Jon, 6, and Land, 2. On the gangplank, Land was clutched by his nurse. Jon walked quietly beside her. Mrs. Lindbergh half-walked, half-ran.

The "Lone Eagle's" eaglets saw little of their father, who was busy viewing Army air bases and factories. In St. Louis on May 5, he appeared in his colonel's uniform. A *Post-Dispatch* cameraman caught him in a jovial mood with Sergeant James Tate (above, right), a buddy who three times packed parachutes which saved his life in jumps when he was a pilot.



## HARVARD MAN MADE UP AS GIRL WINS

### WELLESLEY HOOP-ROLLING CONTEST



**O**n May Day a long-legged, red-wigged student in a black skirt and white blouse won the hoop-rolling race at Wellesley College (below). Tradition says the winner will be the first to marry. On being awarded a wreath, the winner coyly pointed out W. R. Bowie, Jr., a Harvard sophomore, as "my fiance." Suddenly, a sharp-eyed Wellesley student discovered a fraud, yelled "Into the lake!" Caught in his prank, Edward C. Read of Villanova, Pa., head of the fun-loving Harvard *Lampoon*, found himself shoved by the girls into the campus lake (above). Neatly disguised, he had worked his way unnoticed into the pack of hoop-rolling girls, come in an easy first.

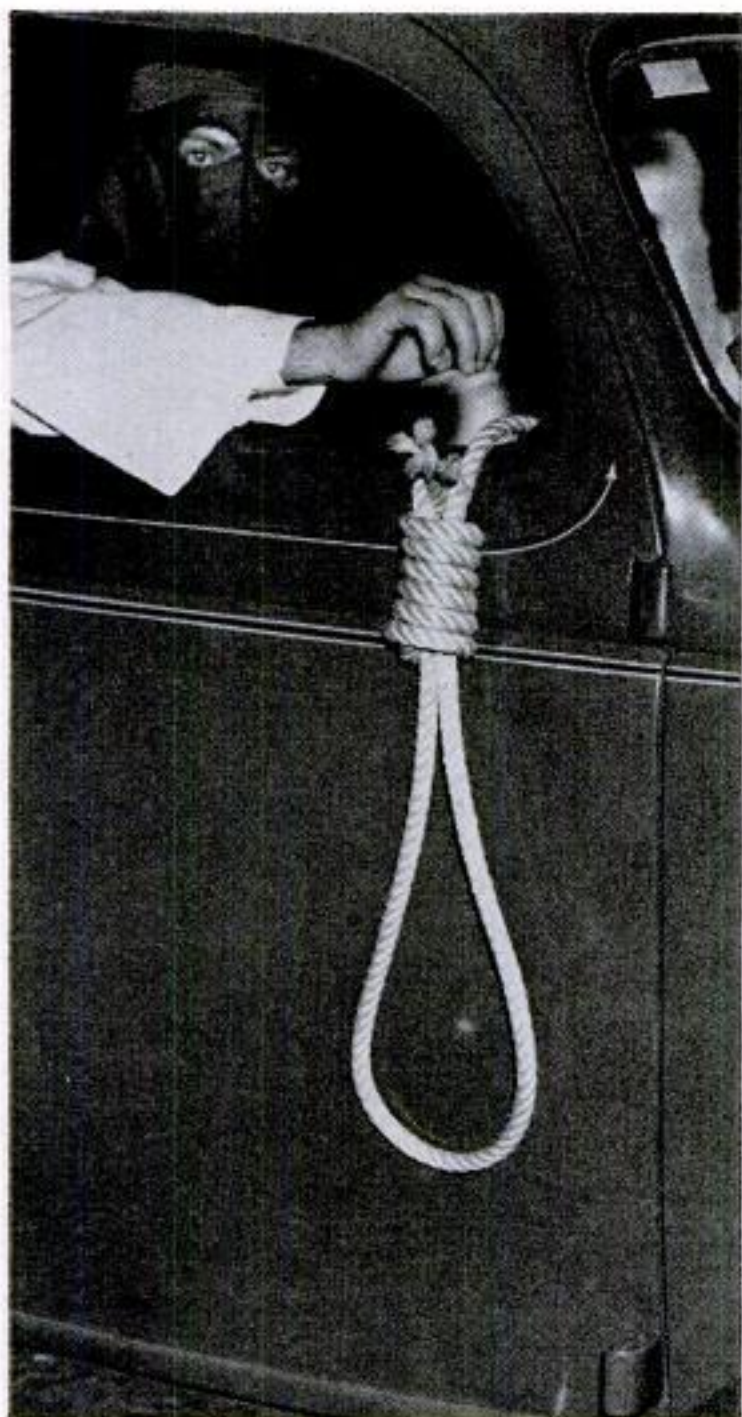




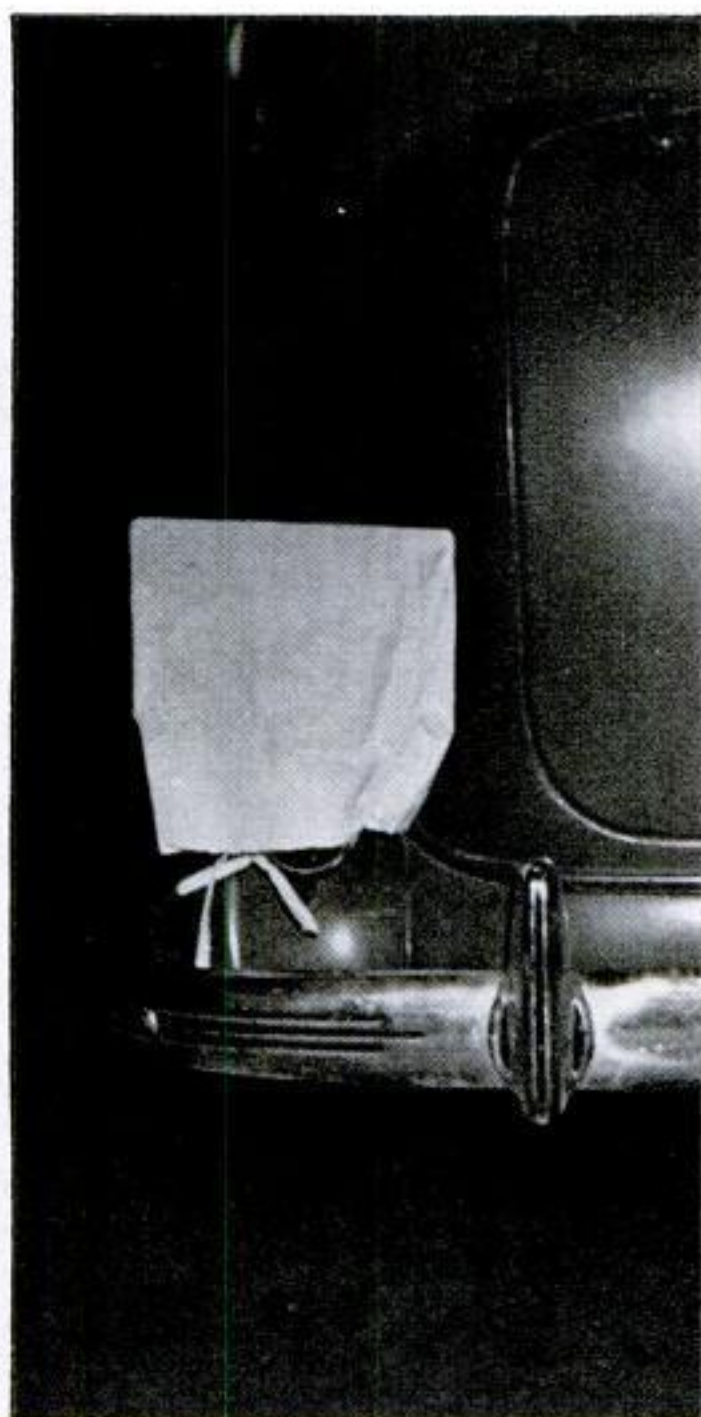
# MIAMI KLAN TRIES TO SCARE NEGRO VOTE

**M**iami has a greater proportion of Northerners than any other Southern city but, like all Southern cities, has never tolerated Negro voting. Since the "grandfather clause" era, a \$1 poll tax has been enough to disqualify most Negroes. Last year Florida repealed its poll tax and on May 2, Negroes had their first real chance to vote in a city primary—for a mayor and two city commissioners. Night before, in 50-odd motor cars, Ku Klux Klansmen drove through the Negro section, planting blazing crosses and doing their best to frighten the residents out of any notion of voting.

The Negroes looked on silently and next morning over 1,000 of them went to the polls. With police alert, there was no violence. By the time the polls closed, Miami Klansmen had their own show partly to thank for several times the usual Negro vote, biggest in Miami election history.



A noose was dangled menacingly from this car as it drove slowly through the Negro quarter.



Automobile license plates, as well as Klansmen, were carefully and illegally covered.



A wooden cross was one of the 25 set out on street corners, doused with gasoline and fired.

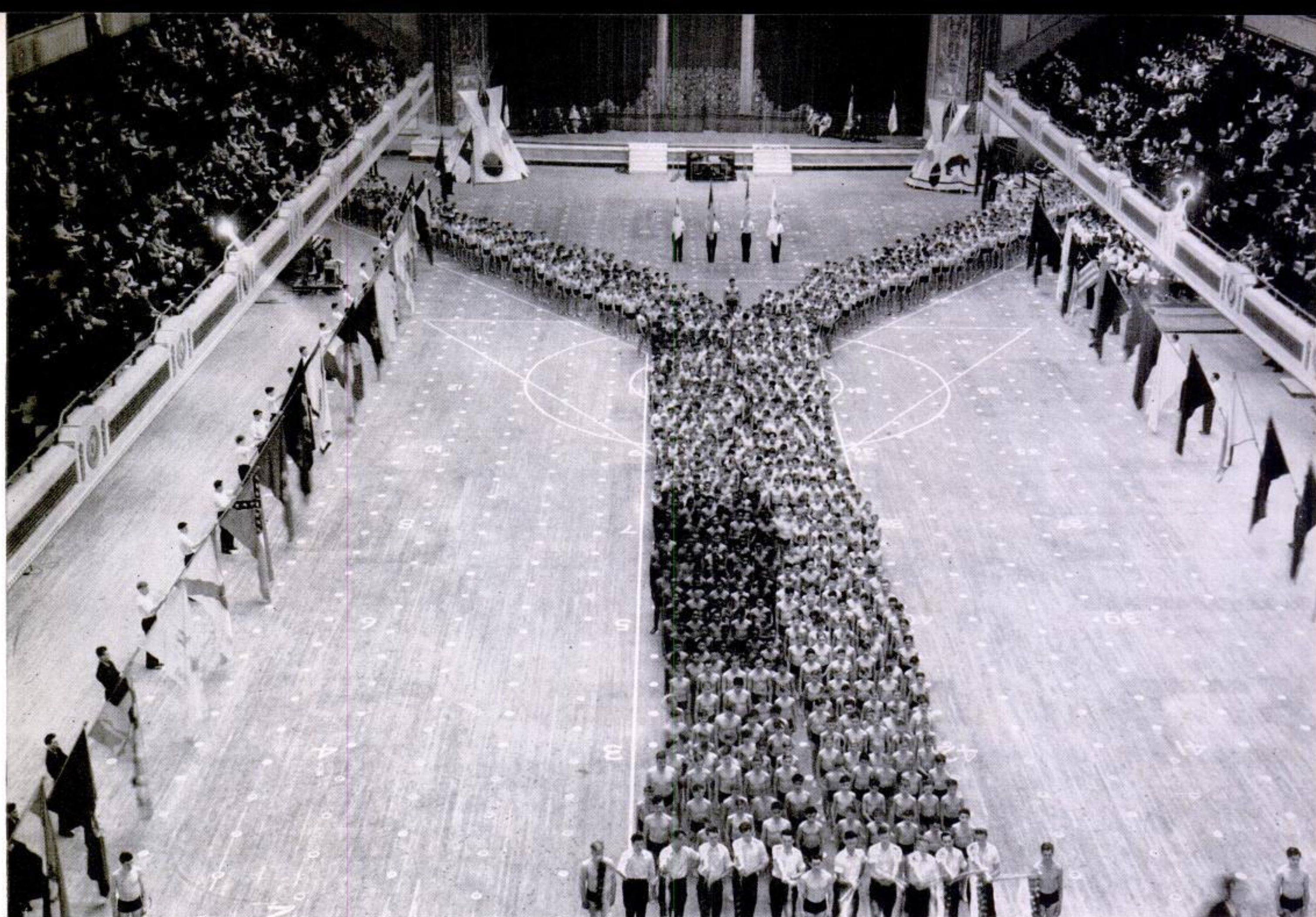


This effigy was strung up outside a polling place. The Negroes were not daunted by it.



A Negro steps up to a polling booth. In this precinct separate poll boxes and balloting machines helped keep order. The large vote, said Negroes, was inspired by the Klan parade.

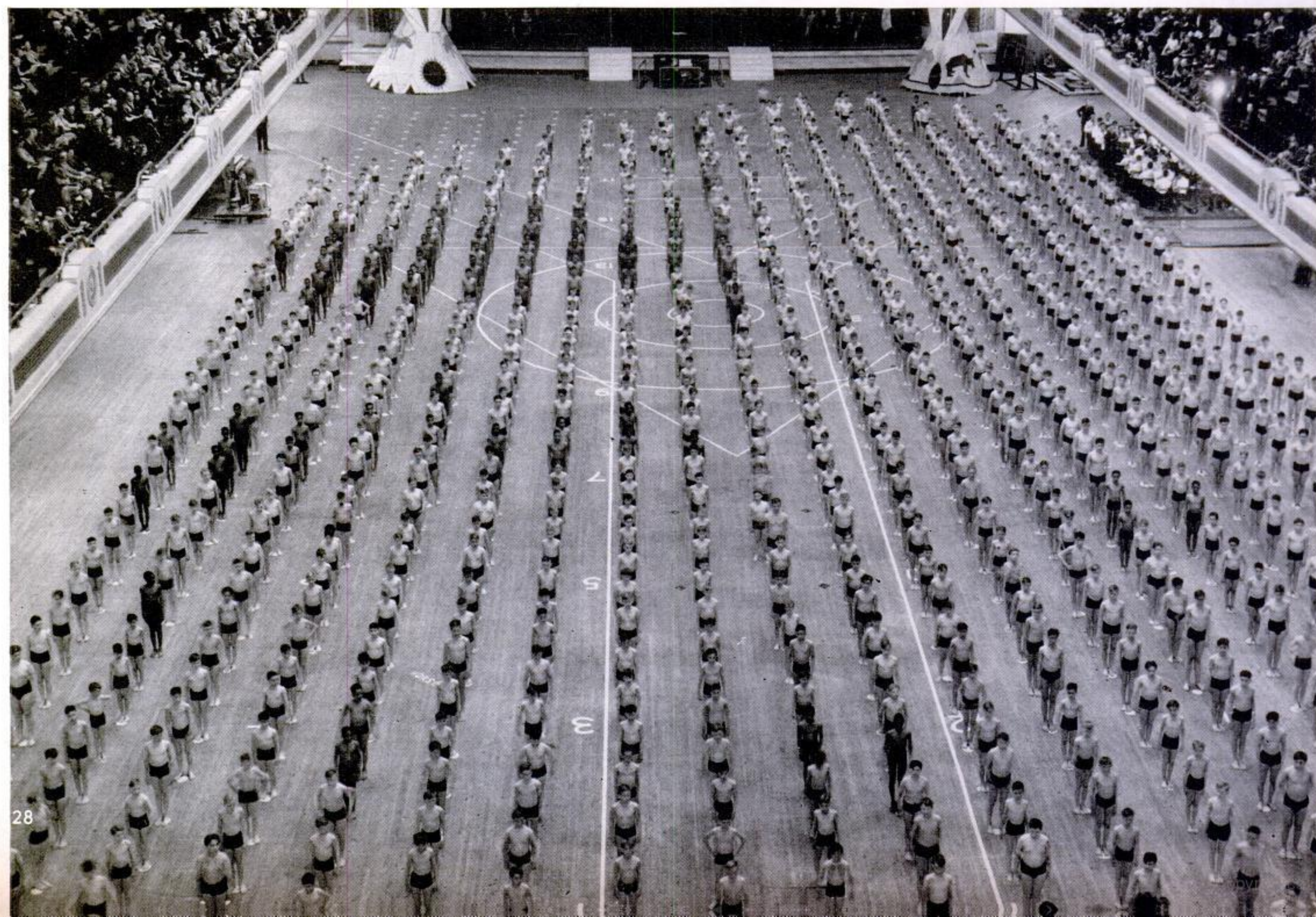




## 5,000 CLEVELAND BOYS DO MASS CALISTHENICS

**O**n May 5, 5,000 boys and young men, members of Cleveland's Y.M.C.A., exhibited their physical skill in the vast Public Auditorium. Called "Young America Today," the pageant opened with the formation of a giant "Y" by 1,000 boys, Negro and white, stripped to the waist (*above*). As they marched into the hall the band struck up *God Bless America*, which the boys sang. They were flanked by long lines

of color-bearers, carrying about 70 State, church, Y.M.C.A., city and American flags. Later another group presented an impressive mass-calisthenic drill (*below*) and more groups played games and gave exhibitions of tumbling, pyramid building and gymnastic exercises. At the close of the evening's spectacle, Governor John W. Bricker led all 5,000 boys in a pledge to uphold the "democratic way of living."

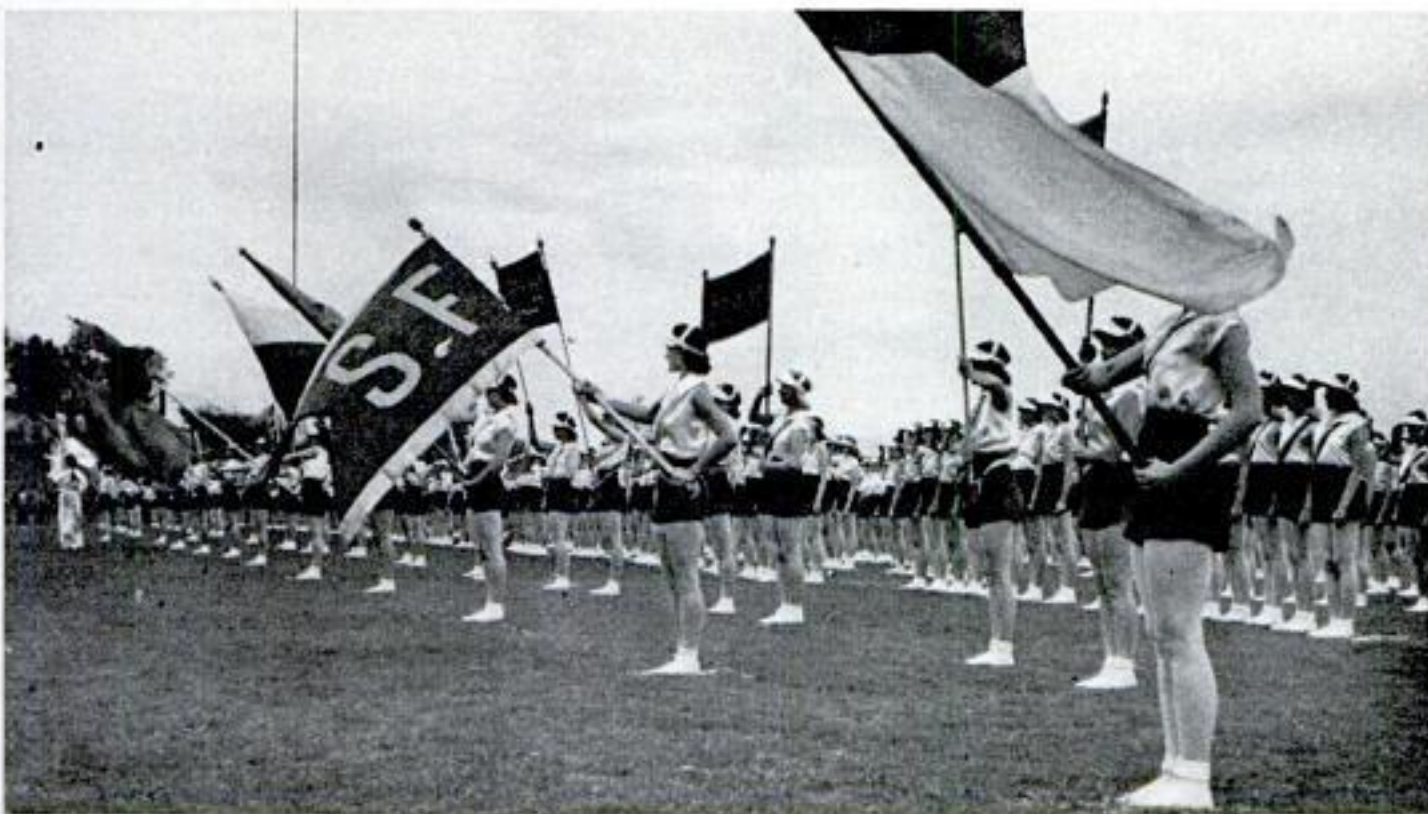




## UTAH GIRLS COMPETE IN POSTURE PARADE

Into Brigham Young Stadium on April 29 marched 630 girls from American Fork, Gunnison Valley, South Cache and 15 other Utah high schools. Heads high, backs straight, shoulders back, they bounced pertly over the greensward. Geometrically their mobile patterns resembled the massed muscle shows of Europe (LIFE, July 18, 1938). But in aim and spirit their parade was competitive and highly individualistic. It was designed to glorify the posture of the American Girl.

Each year since 1924, Brigham Young University has staged an annual "posture parade." From all over the State, schools send squads of 35 poised and shapely marchers to compete. School spirit burgeons as vehemently as it does for football games. Sample (from Farrer High School paper): "With crossed fingers and prayers upon lips each damsel carries on for Farrer and womanly grace. You can bet your sweet life that the boys and faculty are pulling just as hard. Keep your heads up girls, the school is backing you to produce."



The Posture Parade is the chief attraction of Brigham Young University's annual invitation relay carnival. Sixty-five schools this year entered the various track and field events.



Marching girls looked solemn, were thinking: "Chin up . . . tummy in . . . chest out, but not too far." Judging is based on posture, 55%; uniforms, 15%; spacing, 15%; marching, 15%.



In unison girls from 18 Utah high schools marched around the running track and down the field of Brigham Young University's Stadium at Provo, Utah. The Posture Parade

was conceived 16 years ago by Wilma Jeppson, an instructor at Brigham Young. For the track meet that preceded the parade, the girls wore bright-patterned shorts and spiked shoes.



## A GREAT LORD OF FRENCH MOROCCO GIVES WIVES TO HIS THREE SONS

**T**he Pasha of Marrakech lords it over all the back country of French Morocco, the Berbers of the High Atlas and the Negroes of Sous. In these lands, large as all France, he is an absolute sovereign under the tactful protection of the French Government. When he goes to Paris, his burning, hooded eyes and formidable poise make him a favorite of French society women but in fact he disapproves of the liberty the men of the North allow their women. Last month three of his four sons were home after getting an education in France and he gave them their first wives. He himself numbers his wives in the hundreds, many of them nothing more than nurses. For the great triple wedding at his capital of Marrakech he invited a handful of Europeans, including a batch of French society women. The other guests arrived by caravan from the length and breadth of French Morocco, which means The Land Farthest West. Scarcely 700 years ago these people's ancestors ruled Spain and had the most civilized society in the West. The musicians played the songs their ancestors had once played in Córdoba and Seville.



A very great sheik is Pasha of Marrakech, Si Hadj Thami Glaoui (right), lord of the Atlases and 100 wives. He wears a wool burnoose and Western tie against blue-and-white mosaic.



Guest house at the weddings was the Pasha's suburban villa, the Dar Isan ("House Where One Does Not Think of Misfortune"), in a setting of cedars, ornamental pools.

**No one saw the brides** but palace slaves displayed their raiment. This slave woman holds the satin gown, leather belt and handsomely embroidered slippers of the eldest bride.



**For Europeans only** is this up-to-date bar (Moslems do not drink alcoholic liquor). When the party was over, bottles, straws, shakers were put away until the next visit from Europeans.

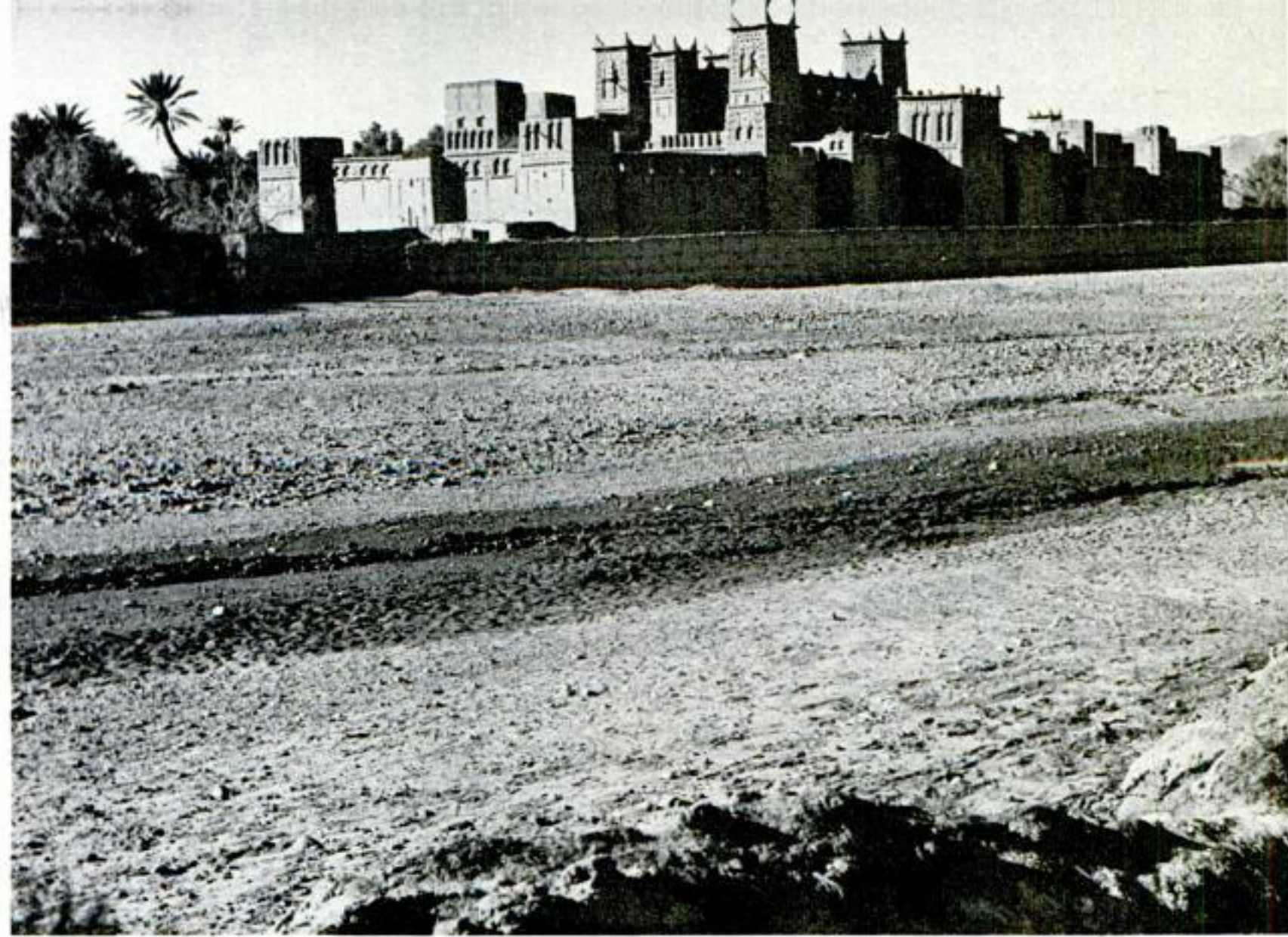
**Dancers** stand by to perform for the guests before and after dinner. The seated girl wears chin and forehead tattooing of her Berber tribe. Gowns like these may take years to make.



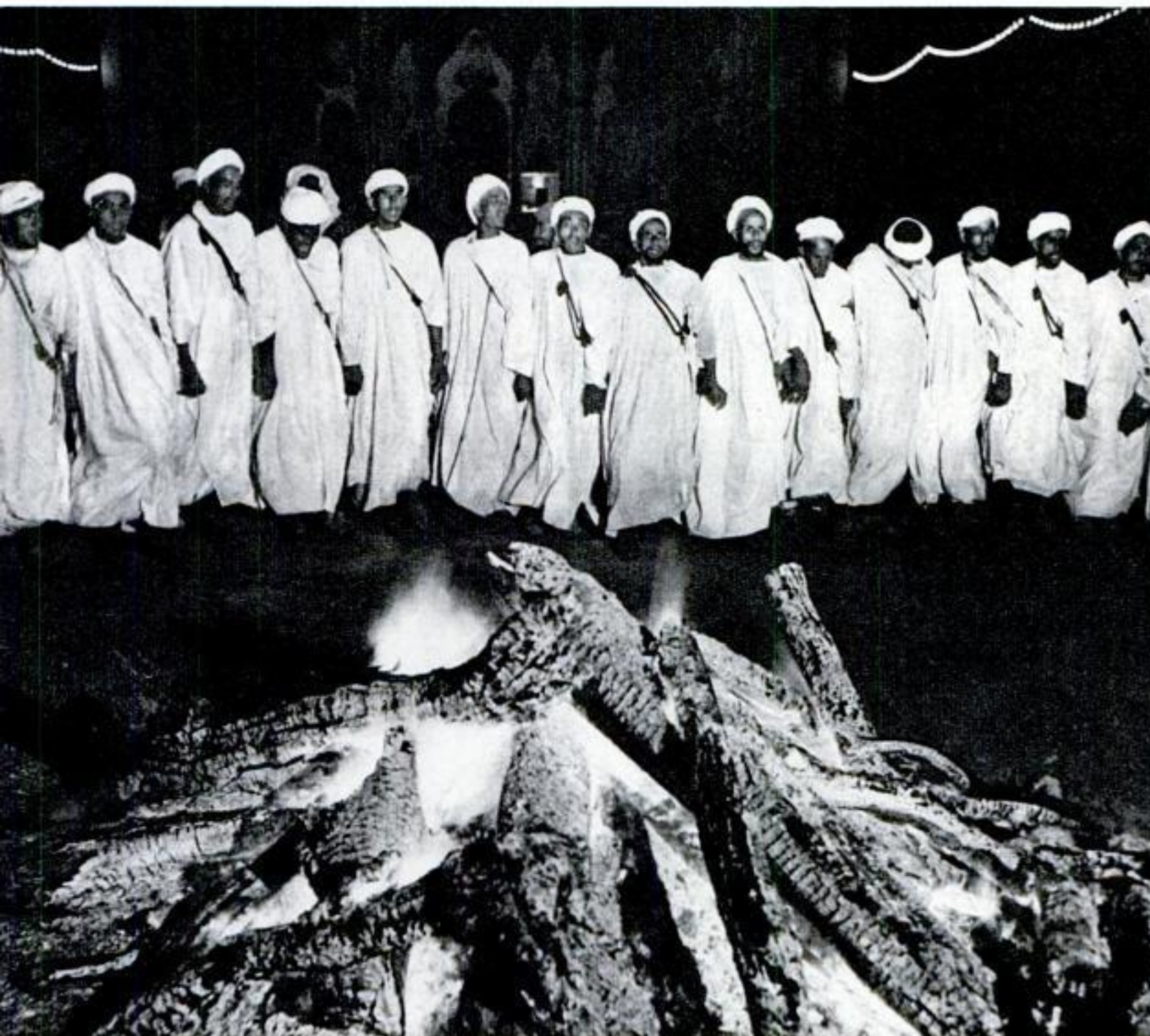




**Bridegroom**, eldest of the three sons marrying sisters, is Si Brahim, Caid of Telouet. Black slave and daggered bodyguard feed him breakfast of tea with mint and "gazelle-horn" cakes.

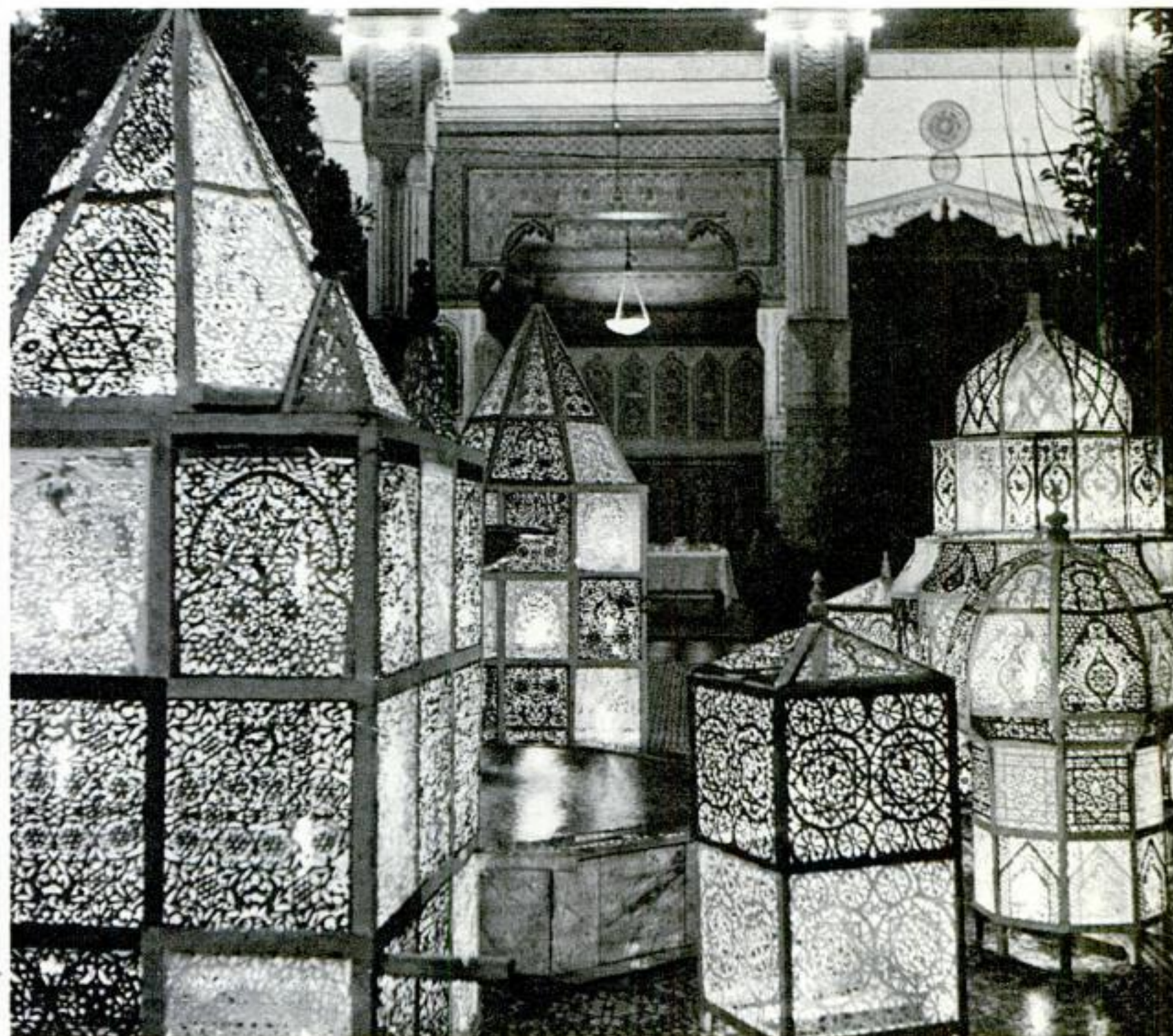


**Pasha's castles** include this *Casbah* of Skoura, really a whole village, beyond the Atlas Mountains. The mud bastions erode with every rain, must be patched with fresh clay.



**The vassals** of the Pasha from the Atlas Mountains dance the *aouache* around a fire in front of the Dar Islan villa. These are white Berbers. Some of them are fair-haired and blue-eyed.

**Gifts** are borne in by house slaves, under wicker fly covers. Gifts included baroque pearls, sweet woods, perfumes, silver-mounted saddles, precious stones and flocks of sheep and goats.



**Filigree lanterns** of beautiful Moslem workmanship are brought as gifts by the Pasha's vassals. They are called *Lanterns of Good Luck* and lighted by ordinary wax candles.

**European guests:** from left, Duchesse d'Harcourt, Comtesse de Montgomery, Pasha, Baronne Pellenc and French Resident General Charles Noguès, actual boss of the Pasha.





## THE SERGEANT'S RETREAT: A FOOTNOTE TO ALBANIAN HISTORY



A remnant of the Albanian Army that did not make friends with the invaders reaches the Yugoslav border several

jumps ahead of the Italians. A few native chiefs fought on in the hills. These men discarded their uniforms and re-

sumed their natural careers of vendetta fighting. The Italians largely ignored them, tried to catch student agitators.



SERGEANT BOYAJI

When Italy broke down the front door of Albania and marched in with tanks, big guns and banners, many a cameraman was on hand to record the headline event (LIFE, May 1). But no headlines recorded what was happening at the back door of Albania. There, at Bidar on the Yugoslav border, sat LIFE's Photographer William Vandivert. Presently there trailed down the wagon track Stauro Boyaji, Sergeant in King Zog's Royal Albanian Army, and the eight men still under his command. Three days before in Tirana they had seen the Italian Army rolling toward them, heard a faint rattle of musketry. They saw that their cause was lost. Sensibly Sergeant Boyaji led his men out into the hills. He had no map of the tangled mountain roads so he simply marched his men east by the stars. Their route led over the peaks of four mountain ranges. After three days and nights they came down into the flat land on the Yugoslav border. The men shucked off their uniforms and melted into the landscape. The Sergeant crossed to Yugoslavia to join the growing army of defenders of lost causes now wandering through the back alleys of Europe.



Sentry at the Albanian-Yugoslav border contemplates the mountains beyond which lie conquered Tirana and the Ital-

ian Army. Throughout the Albanian invasion, Yugoslavia sat tight, paralyzed with fear but pretending to approve.



# Firestone

## CHAMPION

**AB JENKINS**  
World's safest driver. Holds 87 safety, speed and endurance records.



**RAY HARROUN**  
Winner first 500-mile Indianapolis Race, 1911  
74.6 m. p. h.\*



**THE TIRE WITH THE NEW SAFETY-LOCK CORD BODY AND THE NEW GEAR-GRIP TREAD**

**The Only Tires Made That Are Safety-Proved On The Speedway For Your Protection On The Highway**

CHAMPION race drivers whose very lives and chances of victory depend on tire safety know tire construction. And ever since the first Indianapolis Race in 1911, Firestone Tires have been the choice of Champions. In fact, for 19 consecutive years, all the winning drivers in this great annual 500-mile speed classic, have bought and used Firestone Tires on their racing cars. In the thrilling and dangerous Pike's Peak Hill Climb, Firestone Tires have been on the winning cars in the last 12 consecutive races. And Ab Jenkins, world's safest driver, set 87 records for safety, speed and endurance on Firestone Gum-Dipped Tires.

This year, Firestone introduced a completely new and different type of tire, developed as a result of the experience gained by Firestone engineers in building tires for racing cars, and named it the Firestone Champion as a tribute to the champions of the speedway. The tire body is built of a new type of tire cord called "Safety-Lock" in which the cotton fibers are more tightly interwoven to assure cooler running and to provide greater strength. Then, the fibers in each individual cord, the cords in each ply, and the plies themselves are all securely locked together by a new and advanced Firestone process of Gum-Dipping. This construction assures super-protection against blowouts and amazingly greater strength — and greater strength means greater safety.

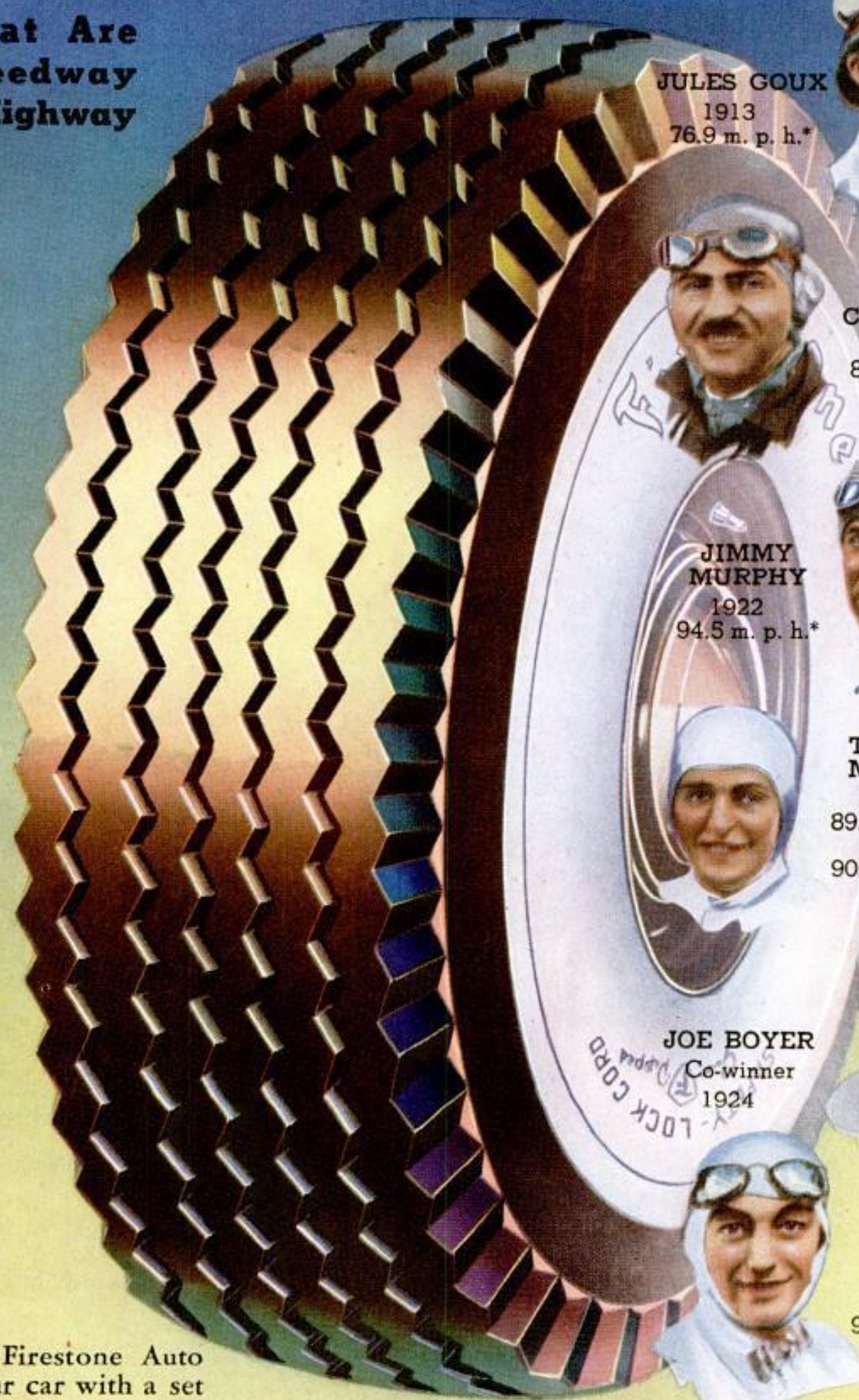
The Safety-Lock cord body also provides the extra strength needed for the thicker, tougher, deeper new tread, called "Gear-Grip" because of its unusual design. It delivers remarkably longer non-skid mileage and has more than 3,000 sharp-edged angles which bite through road film, rain, mud and snow to protect against skidding and assure a safe stop.

Call on your nearby Firestone Dealer or Firestone Auto Supply and Service Store today and equip your car with a set of new Firestone Champion Tires — *the only tires made that are safety-proved on the speedway for your protection on the highway.*

See Firestone Tires made in the Firestone Factory and Exhibition Building at New York World's Fair. Also visit the Firestone Exhibit at the Golden Gate International Exposition at San Francisco.

*Listen to The Voice of Firestone with Richard Crooks, Margaret Speaks and the 70-piece Firestone Symphony Orchestra, under the direction of Alfred Wallenstein, Monday evenings over Nationwide N. B. C. Red Network*

\*Average speed made in winning 500-mile Indianapolis Race using Firestone Gum-Dipped Tires.



**LOUIS UNSER**  
4-time winner of Pike's Peak Climb. Present record holder.



**FLOYD ROBERTS**  
1938  
117.2 m. p. h.\*



**WILBUR SHAW**  
1937  
113.6 m. p. h.\*



**LOUIS MEYER**  
Only 3-time winner.  
1928  
99.5 m. p. h.\*  
1933  
104.2 m. p. h.\*  
1936  
109.1 m. p. h.\*



**KELLY PETILLO**  
1935  
106.2 m. p. h.\*



**BILL CUMMINGS**  
1934  
104.9 m. p. h.\*



**JULES GOUX**  
1913  
76.9 m. p. h.\*



**GASTON CHEVROLET**  
1920  
88.5 m. p. h.\*



**JIMMY MURPHY**  
1922  
94.5 m. p. h.\*

**TOMMY MILTON**  
1921  
89.6 m. p. h.\*  
1923  
90.9 m. p. h.\*



**JOE BOYER**  
Co-winner  
1924

**LOREN CORUM**  
Co-winner  
1924  
98.2 m. p. h.\*



**Firestone LIFE PROTECTOR**  
*The Tire Within a Tire*



Makes a blowout as harmless as a slow leak. Should a blowout occur, the exclusive Firestone Safety-Valve holds sufficient air in the inner compartment, built of Safety-Lock cord, to support the car until it is brought to a safe stop under full control.



**FRED FRAME**  
1932  
104.1 m. p. h.\*



**LOU SCHNEIDER**  
1931  
96.6 m. p. h.\*



**BILLY ARNOLD**  
1930  
100.4 m. p. h.\*



**RAY KEECH**  
1929  
97.6 m. p. h.\*



**GEORGE SOUDERS**  
1927  
97.5 m. p. h.\*



**FRANK LOCKHART**  
1926  
95.9 m. p. h.\*

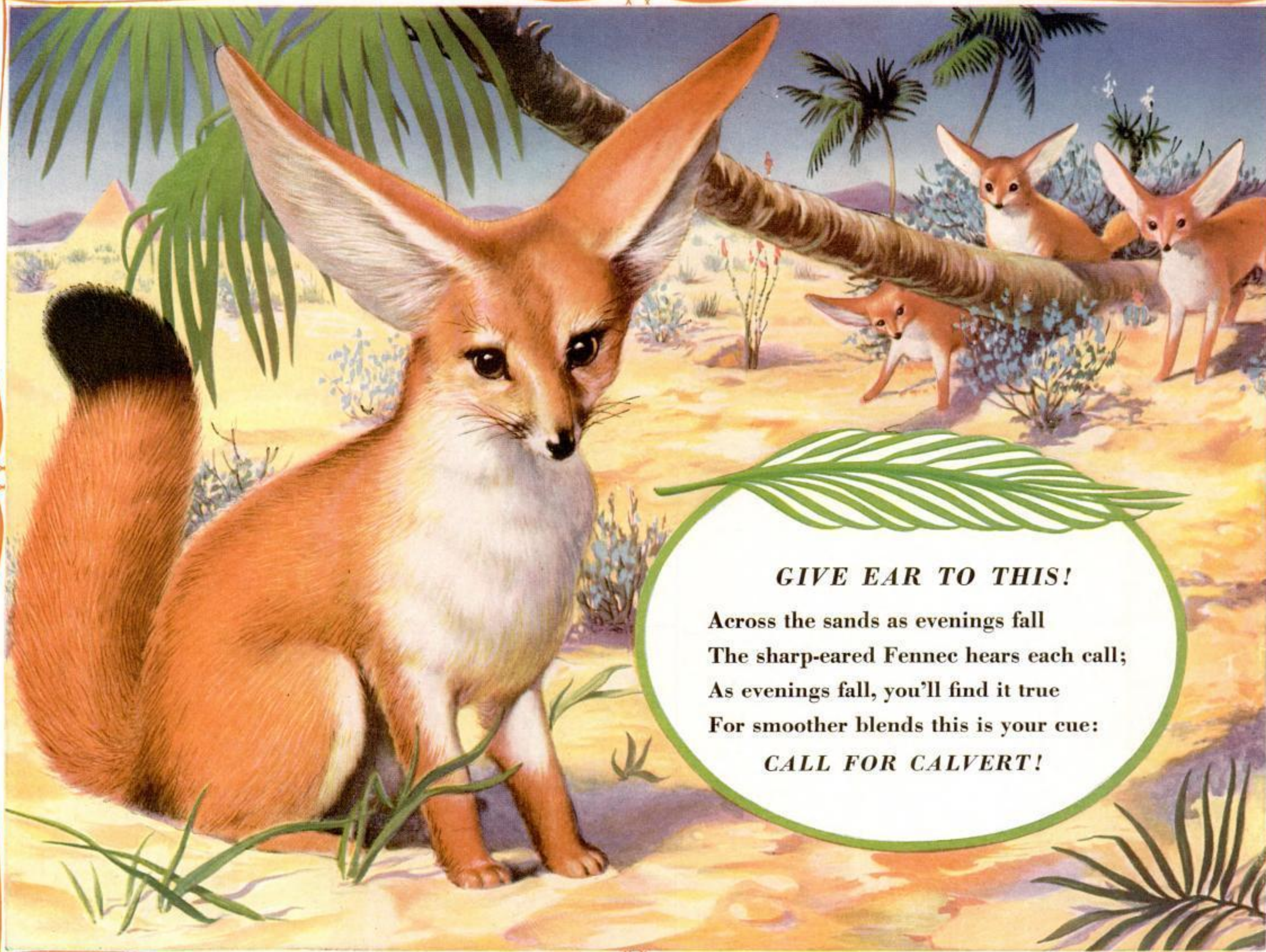


**PETER DEPAOLO**  
1925  
101.1 m. p. h.\*

Copyright, 1939, The Firestone Tire & Rubber Co.

Copyrighted material





**GIVE EAR TO THIS!**

Across the sands as evenings fall  
The sharp-eared Fennec hears each call;  
As evenings fall, you'll find it true  
For smoother blends this is your cue:

**CALL FOR CALVERT!**

## From coast to coast you'll hear the news!

"YOU'LL NOTICE IT wherever you go, Bob—Calvert is setting the pace in popularity these days! The trend in drinking today, you know, is definitely toward lighter, *blended* whiskies,



made as Calvert makes them—*extra* smooth and *extra* mellow."

"THAT'S A FACT, George — those Calvert people seem to have the knack of blending whiskey that just suits the American taste. For



my part, I find Calvert not only more pleasing to the taste, but in *every* way a more desirable type of whiskey. Guess that's why so many people all over the country call for Calvert—the Whiskey of Good Taste!"



**BLENDED FOR  
BETTER TASTE**

# Call for Calvert

**America's First Choice Whiskey**

Calvert's "Reserve" BLENDED WHISKEY — 90 Proof — 65% Grain Neutral Spirits . . . Calvert's "Special" BLENDED WHISKEY — 90 Proof — 72½% Grain Neutral Spirits. Copr. 1939 Calvert Distillers Corp., N. Y. C.



# MEN'S STRAW HATS NOW COME IN FANCY STYLES

Women derive a great deal of enjoyment from their hats which, as Cardinal O'Connell recently remarked, are "the silliest ever." Men, on the other hand, are almost completely indifferent to hats, especially in summer. Exceptions are men who live in regions with torrid summers, where straw hats are worn as sunshades. But in most colleges and in certain other regions, hats have become nearly extinct except for rainy weather.

One reason for this state of affairs, naturally alarming to hatters, may be that men's straws are too sane and sober. The straw hat has, in fact, had only a few style developments in 50 years. From 1890 virtually all men have worn the stiff "sailor" ("hay-skimmer") or the Panama, of which current models appear at top right.

To put hats firmly back on men's heads, manufacturers have this year gone overboard for bright colors and fancy cuts. A few samples appear on this page and the next. Typical of the new styles are the sports straws that look like felts, porous weaves, crown ventilations, planters' hats, crushable straws and wide-pleated bands, called puggrees. All hats except the sailor, Panama and leghorn are called "novelty" hats. Most of them weigh about 2 oz., less than half the weight of the stiff straw.

Unlike women, who sport their Easter bonnets on the first warm day of February, no man north of the 40th parallel will be caught dead in his straw hat before the season officially opens at the end of May.



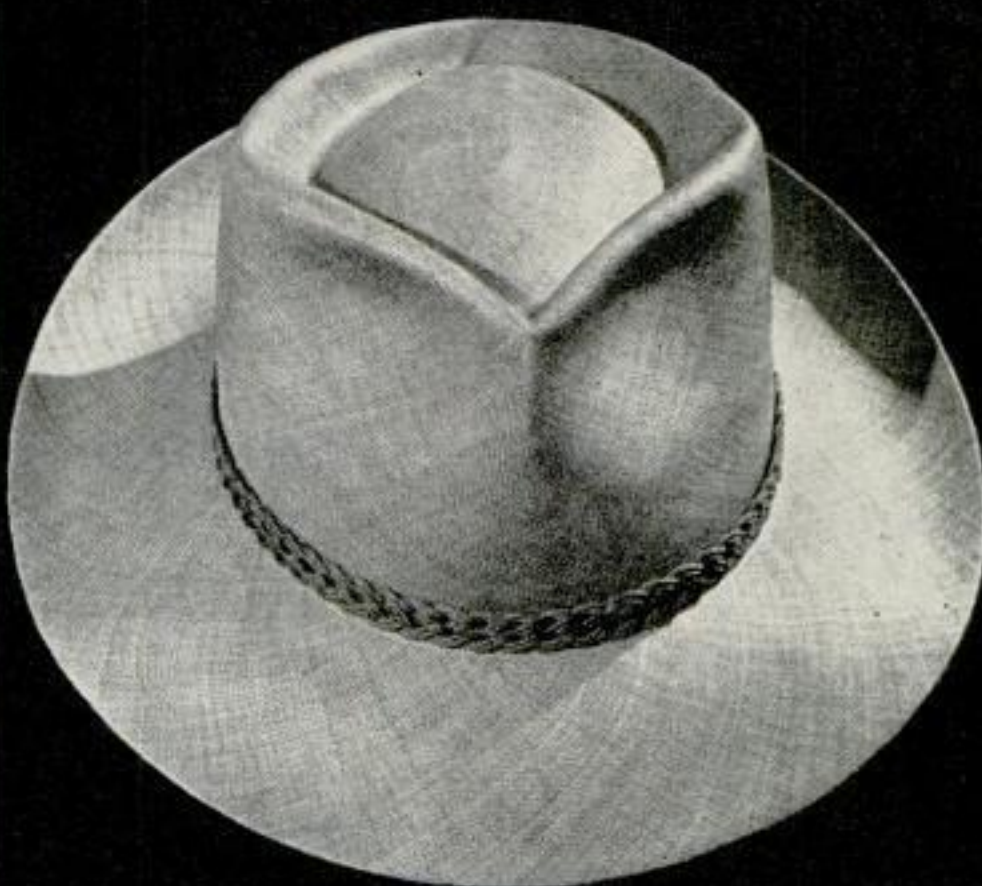
BASIC SAILOR OF SENNIT SELLS FROM 98¢ TO \$7.50. THIS COSTS \$5.00



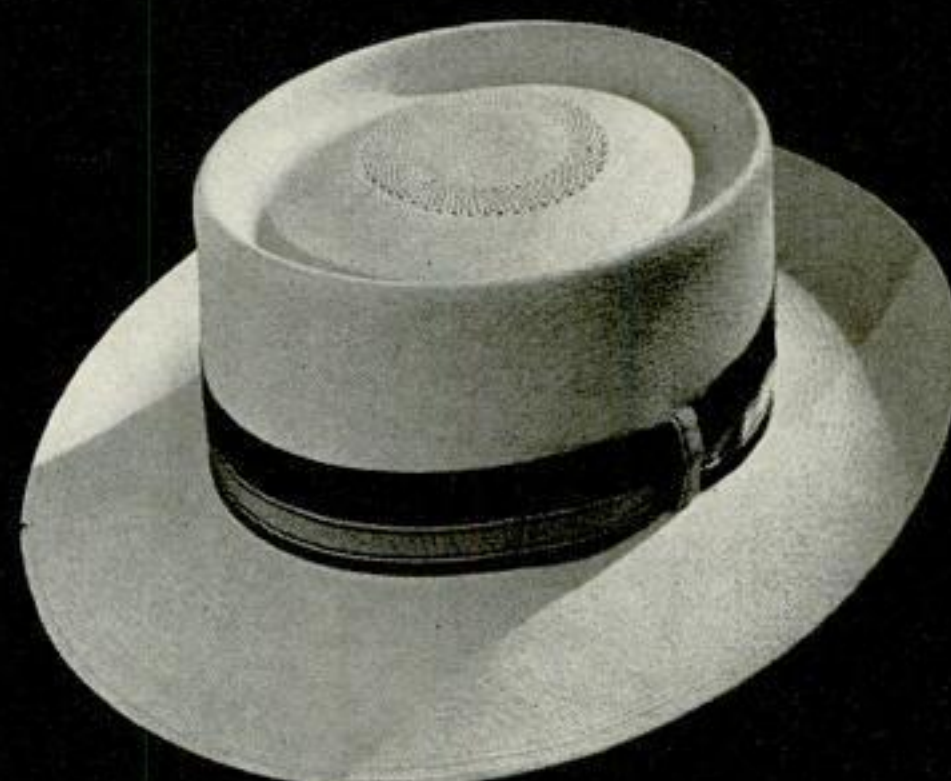
PANAMA HATS COST FROM \$2.89 TO \$600, DEPENDING ON WEAVE. THIS COSTS \$100



THIS SAILOR HAS VENTILATED CROWN, COSTS \$1.59



DARK-BROWN BAKU WITH GREEN BRAIDED BAND IS \$7.50



"PORK-PIE" PANAMA WITH VENTILATED TOP IS \$7.50



THIS HANOKI WITH GREEN-CHIFFON BAND COSTS \$5



CURAÇAO STRAW IS HEAVY BUT COOL. THIS IS \$3



LEGHORN WITH STRIPED GREEN BAND COSTS \$5.00



**OLD GRADS**  
*Remember*  
*Reunion Rule*  
**#1**  
**"LIGHT"**  
**IS**  
**RIGHT**

If we had a usual whiskey to tell you about, we'd certainly stress the dry delicate flavor of Schenley's Red Label... its full 90 proof smoothness... its taste appeal and richness.

For, on these qualities alone, Schenley's Red Label justly merits your favor. Still, we'd rather call your attention to just one fact that makes all these fine qualities even finer.

Schenley's Red Label is a light whiskey to begin with. Then, by an exclusive method, we give to this rich whiskey an added lightness—without the least sacrifice of flavor or strength.

Try Schenley's Red Label... or if you prefer a light whiskey with an even richer flavor, try Schenley's BLACK LABEL... and we believe that you, too, will agree: "Light" is Right.



**SCHENLEY'S**  
*Light*  
**RED LABEL**

SCHENLEY'S BLACK LABEL 55% GRAIN NEUTRAL SPIRITS—SCHENLEY'S RED LABEL 70% GRAIN NEUTRAL SPIRITS  
 BOTH ARE 90 PROOF AND **BLENDED WHISKEY**—COPR. 1939, SCHENLEY DISTILLERS CORP., N. Y. C.

**Men's straw hats (continued)**



**COCONUT STRAW**  
**FROM NASSAU**

Bahamian cruisers in 1935 started a U. S. style by bringing home these hats. This one has a plaid puggree, sells for \$5.

**ROUGH FINISH ON**  
**SPORTS BODY HAT**

Also from the Bahamas, this is made in the shape of a felt sports hat. Its porous weave gives ventilation. It sells for \$4.



**GLEN URQUHART**  
**PLAID PANAMA**

Worn at Palm Beach last winter, these now sell for street wear. Note wider brim, typical of planters' style. This costs \$7.50.



**RAFFIA BEACH HAT**  
**IN MANY COLORS**

Tan, yellow, green, red, blue are the colors in this giddy wide-brimmed beach hat. It has an oil-silk puggree, sells for \$4.



**CREW CAP MADE**  
**OF CYPRESS FIBER**

Smart manufacturers try to put hats on college men's heads by copying crew hats. This weighs less than an ounce, costs \$2.



CONTINUED ON PAGE 38



# YOUR MOTOR NEEDS A SPRING TONIC NOW



**KARBOUT**  
eliminates carbon  
and motor "ping"  
Frees sticky valves  
Restores lost power  
Increases acceleration

● Sluggishness is the result of gum and carbon formations on valve stems, in the guides, piston heads and ring grooves. Sticking valves mean poor compression and lost power.

A simple KARBOUT Clean-Out Treatment—without removing cylinder head or grinding valves—will restore lost power and compression—make your engine quieter and smoother running.

A KARBOUT treatment will do to the internal combustion engine just what the old-fashioned sulphur and molasses concoction did when the spring fever and its ailments set in. For only \$1 in less than 15 minutes the KARBOUT Clean-Out Treat-

ment will clean valve stems, piston ring grooves, ring slots and even piston heads of troublesome power-robbing gums and carbon formations. Enjoy new motor performance.

More than 100,000 car dealers, garages and service stations are regularly making KARBOUT treatments. Look for the KARBOUT Banner and have your service man give your engine a KARBOUT Tonic today. THE SHALER COMPANY, Waupun, Wisconsin.



## Try This Saucer Test

Convince yourself—see the saucer test. Have your dealer place an old piston ring on which there are heavy gum and carbon formations in an ordinary saucer, covering the ring with KARBOUT. Particles of gum and carbon flakes immediately separate themselves from the ring and in a comparatively short period of time you will be able to completely clean out the oil ring slots of gum and carbon formations with a whisk from a broom—And remember that KARBOUT is guaranteed not to attack or corrode any part of the engine or carburetor.



Makers also of world famous "Hot Patches"; Rislone, the Oil Alloy; Riz, the Dry Lubricant and NOKRUST, the Ideal Penetrating Oil.

**SHALER**  
**KARBOUT**  
MOTOR CLEAN-OUT TREATMENTS



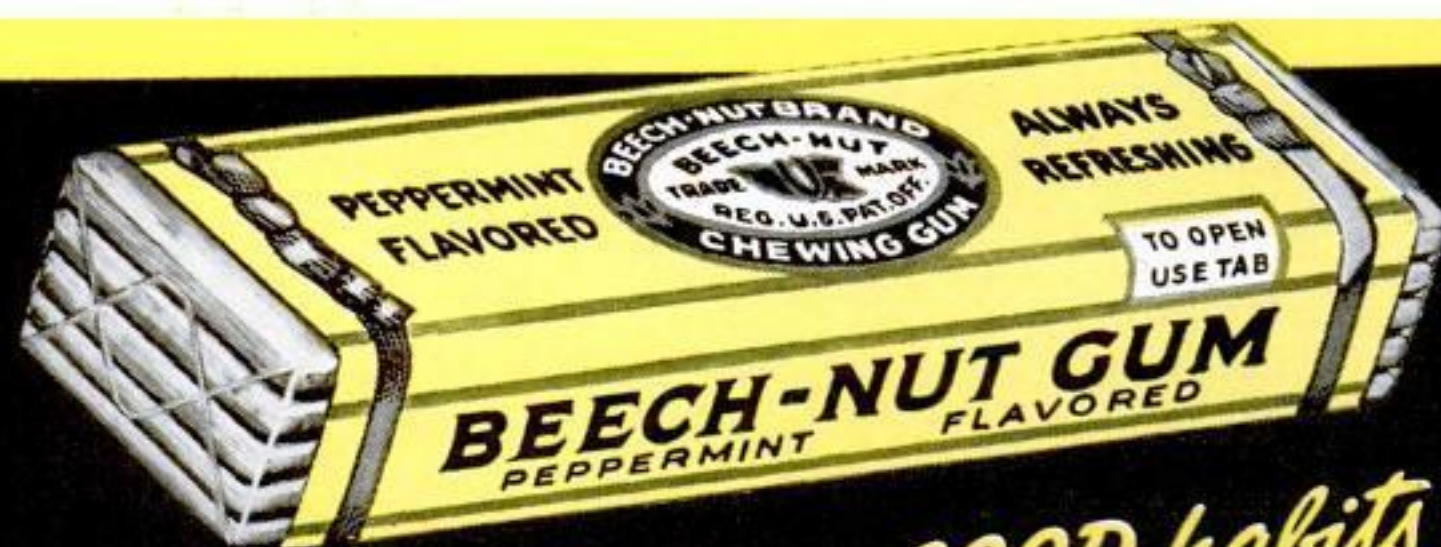




**"THE YELLOW PACK  
FROM FLAVOR-TOWN  
IS JUST THE THING  
TO CALM HER DOWN"**



Ever get nervous or upset? Then, try a package of Beech-Nut Gum. It's always refreshing and restful. It comes from Flavor-Town (Canajoharie, N. Y.)—famous for quality and flavor. Six delicious varieties.



**One of America's GOOD habits**

**GOING TO THE N. Y. WORLD'S FAIR?**

We invite you to visit the Beech-Nut Building there. If you're driving, we would be delighted to have you stop at Canajoharie, in the Mohawk Valley of New York, and see how Beech-Nut products are made.

## Men's straw hats (continued)

### CHINESE COOLIE BAMBOO HELMET

An extreme novelty, this \$2.50 helmet is sold for fishing and gardening. Oiled-silk sweatband on cork buttons makes it cool.



### LIGHT TYROLEAN FOR SPORTSWEAR

Tyrolean influence in men's felt hats is shown in this \$3.85 sports straw. Note braided hatband and semi-telescope crown.



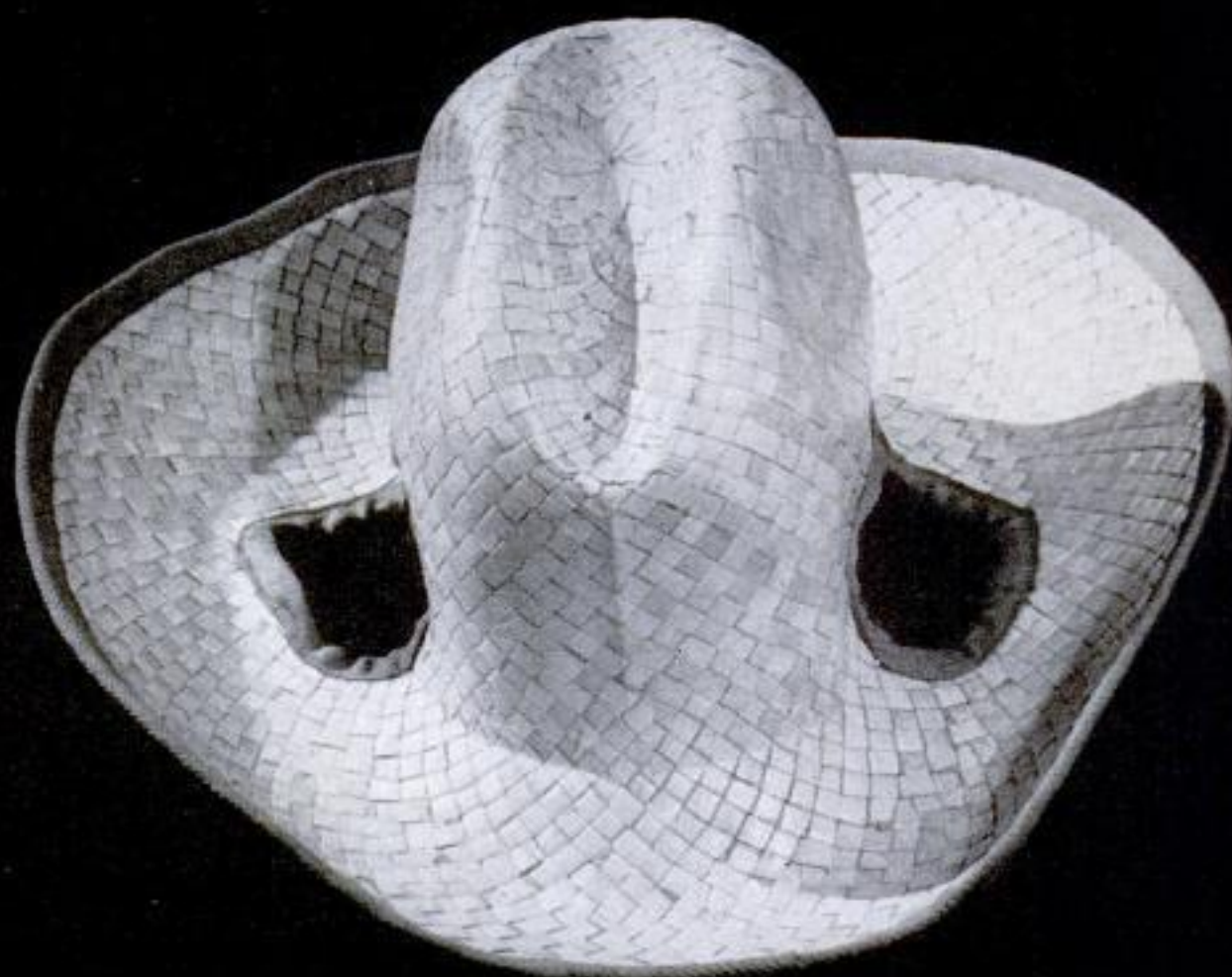
### CREASABLE HEMP AGED IN ADVANCE

Because men like to treat hats rough, prefer old ones, these \$3 hemp hats are prematurely aged. They can also be sat upon.



### HARVEST HATS FOR FARMERS

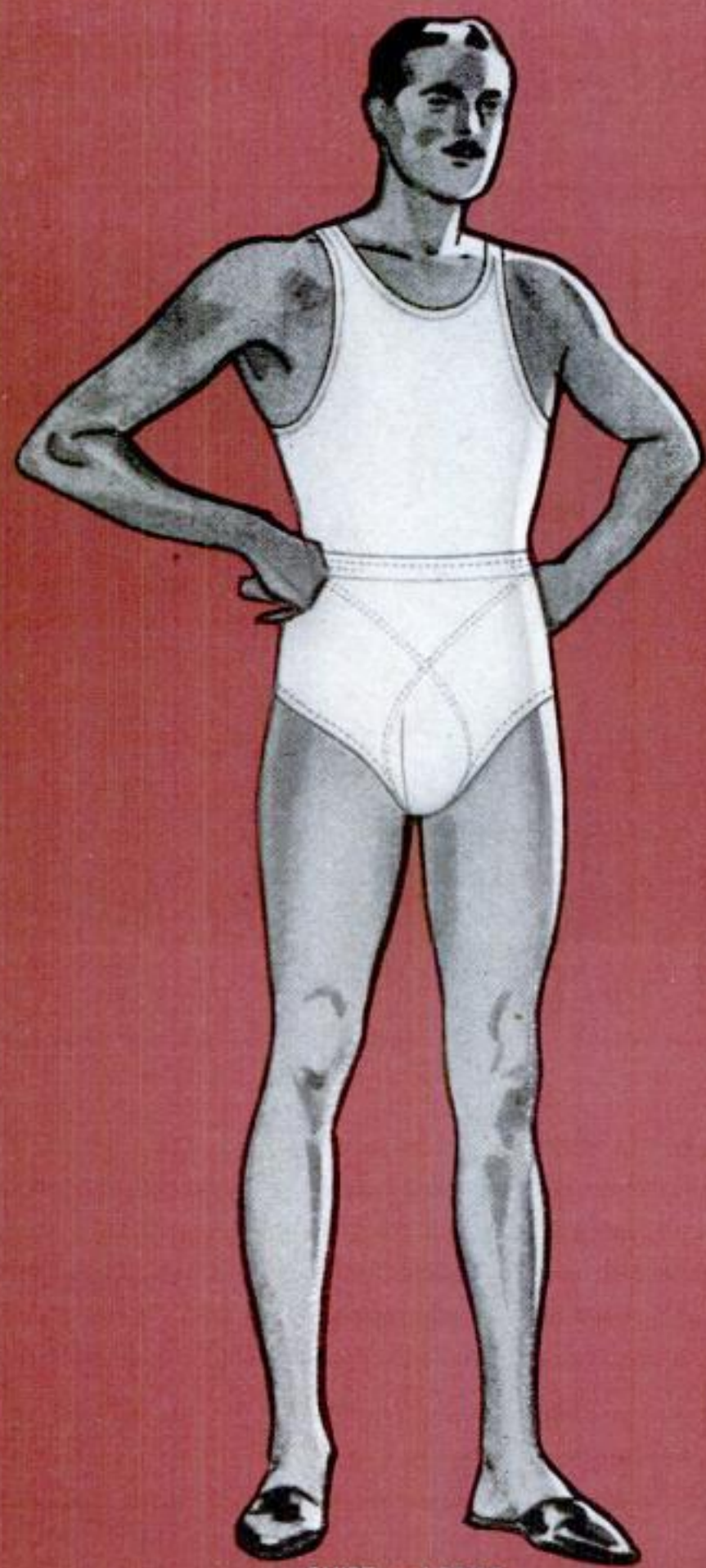
These are the basic hats for farmers. At general stores, they sell for from 10¢ to 50¢. Styles haven't changed for 40 years.



TWO HOLES CUT FOR EARS MAKE THIS STRAW SUITABLE FOR HORSES



# This ACTION SUPPORT makes you *feel* better and look *neater*



SHIRT and BRIEF

## DUOCRAFT



### UNDERWEAR

Here at last is a well-tailored manly undergarment designed to give you *real action lift* ... the kind of firm but gentle support needed to offset the causes that often tend to slow down men in the middle of the afternoon. Never harsh or severe in action, Duocraft Knitted Shorts combine into one light, cool, sanitary garment all of the advisable support features that will make you *feel good and look neater*.

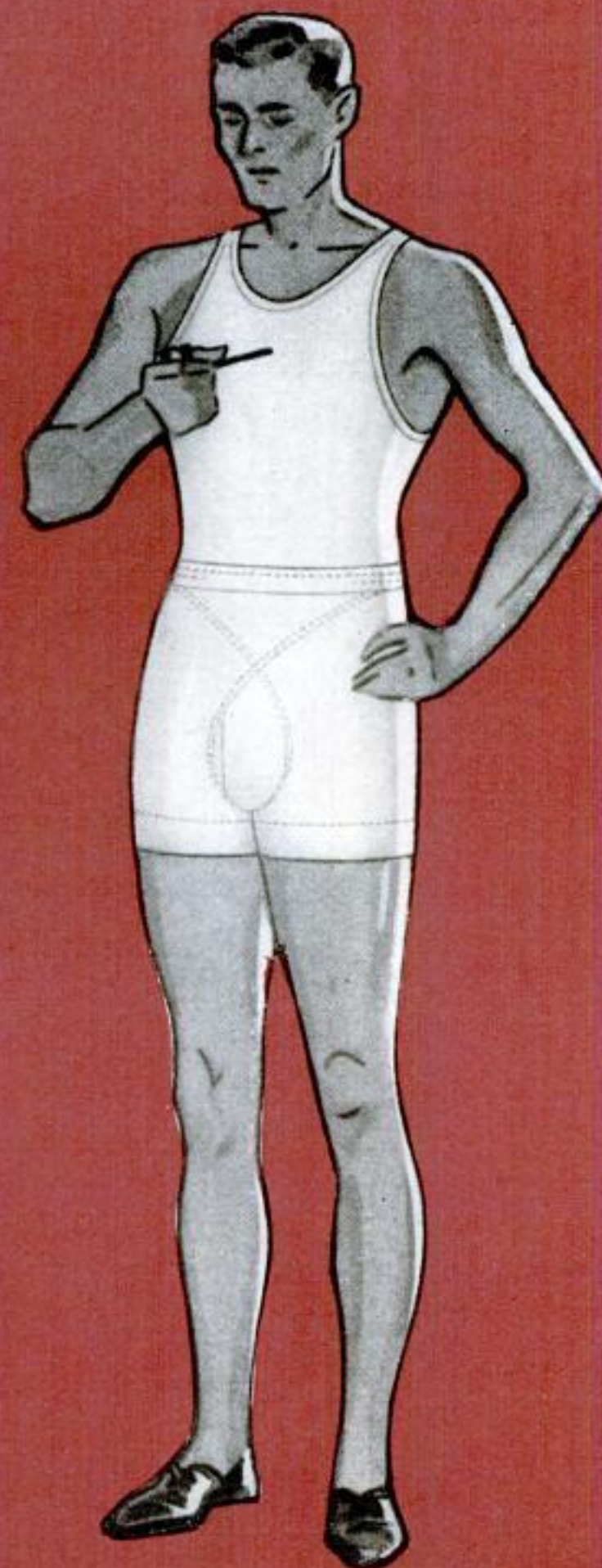
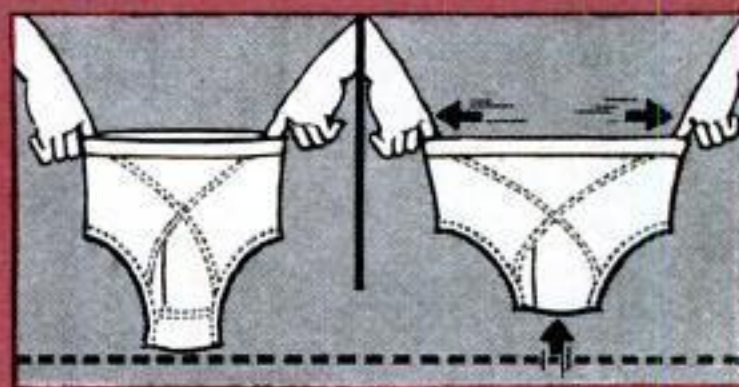
The energizing effect of the action support and the convenience of the no-gap fly front with the inner shield is immediately apparent the moment you slip into Duocraft Shorts, briefs, quarter-leg or longs.

Try it once. Try just one garment. Put it on and experience *immediately* the new comfort, the fine, bracing feel of its support action. Wear it all day. Note how the gentle support remains *constant* ... observe that there's no back seam to bind. And note how good it looks on you ... especially with matching contour-bottom shirt.

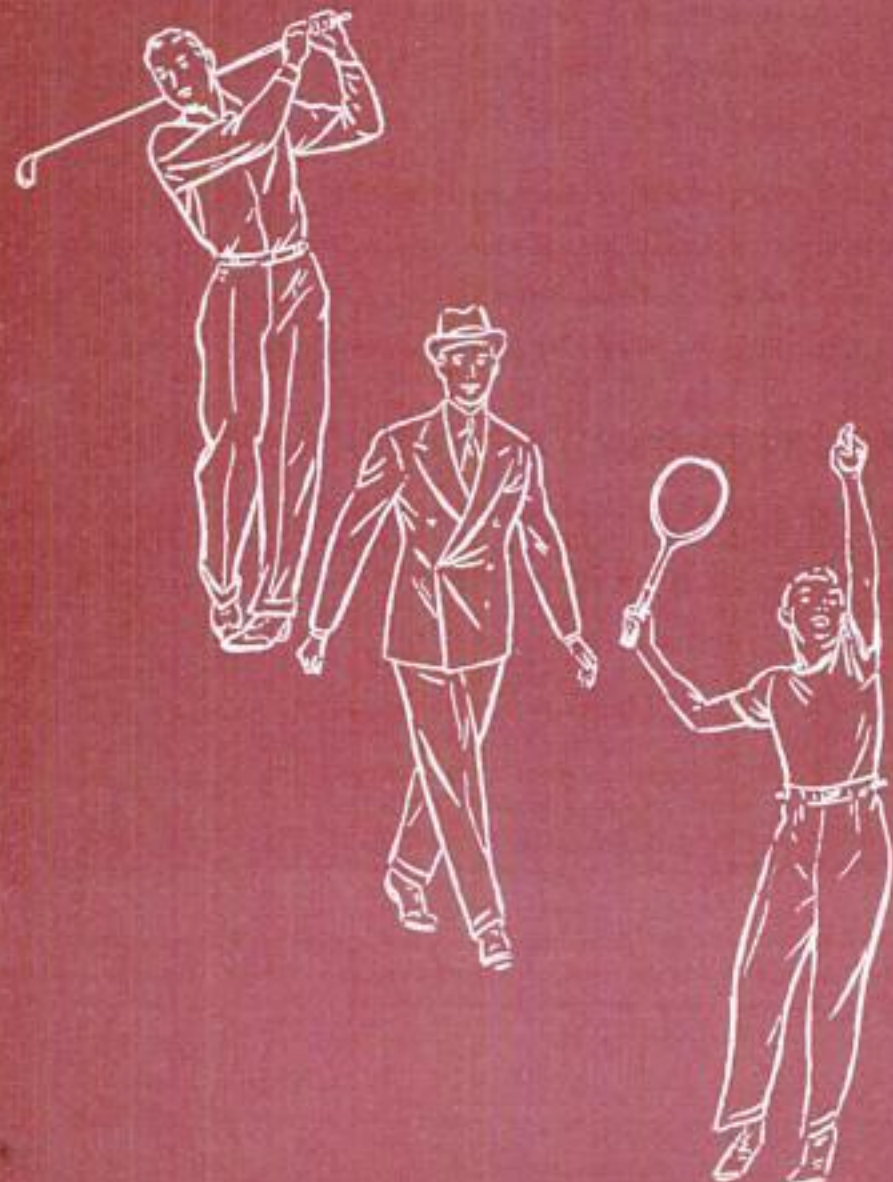
Ask your dealer. Cotton 50c, Durene 75c. If he hasn't Duocraft Shorts yet, send \$1 and Coupon below and we'll send you two 50c garments prepaid. If you don't think they're the finest man's underwear ever, we'll return the dollar pronto! *Made also for boys.*

#### TWO-POINT SUPPORT AND NON-ELASTIC STAYS DO THE TRICK

You don't need to actually put on Duocraft Shorts to see just how the stretch of the elastic waistband imports the firm but gentle lift to the lower front of the garment. Make this test ... with your fingers stretch waistband of any Duocraft Shorts ... note how the lower front portion moves upward. That's just what happens when you stretch the waistband around your *OWN* waist. Note, too, the smoothness of the action — no binding or bulging yet you have complete freedom of action. Compare this lift action with any other make — you'll see and feel the difference.



SHIRT and QUARTER-LEG



50¢ — 75¢



If your dealer hasn't them — SEND THIS COUPON

DUOFOLD, INC., MOHAWK, N. Y.

O. K. — I'll try 'em. Here's \$1. Send 2 Duocraft Shorts as checked:

My waist measure is .....

I want ☐ BRIEFS — ☐ QUARTER-LEG

Name .....

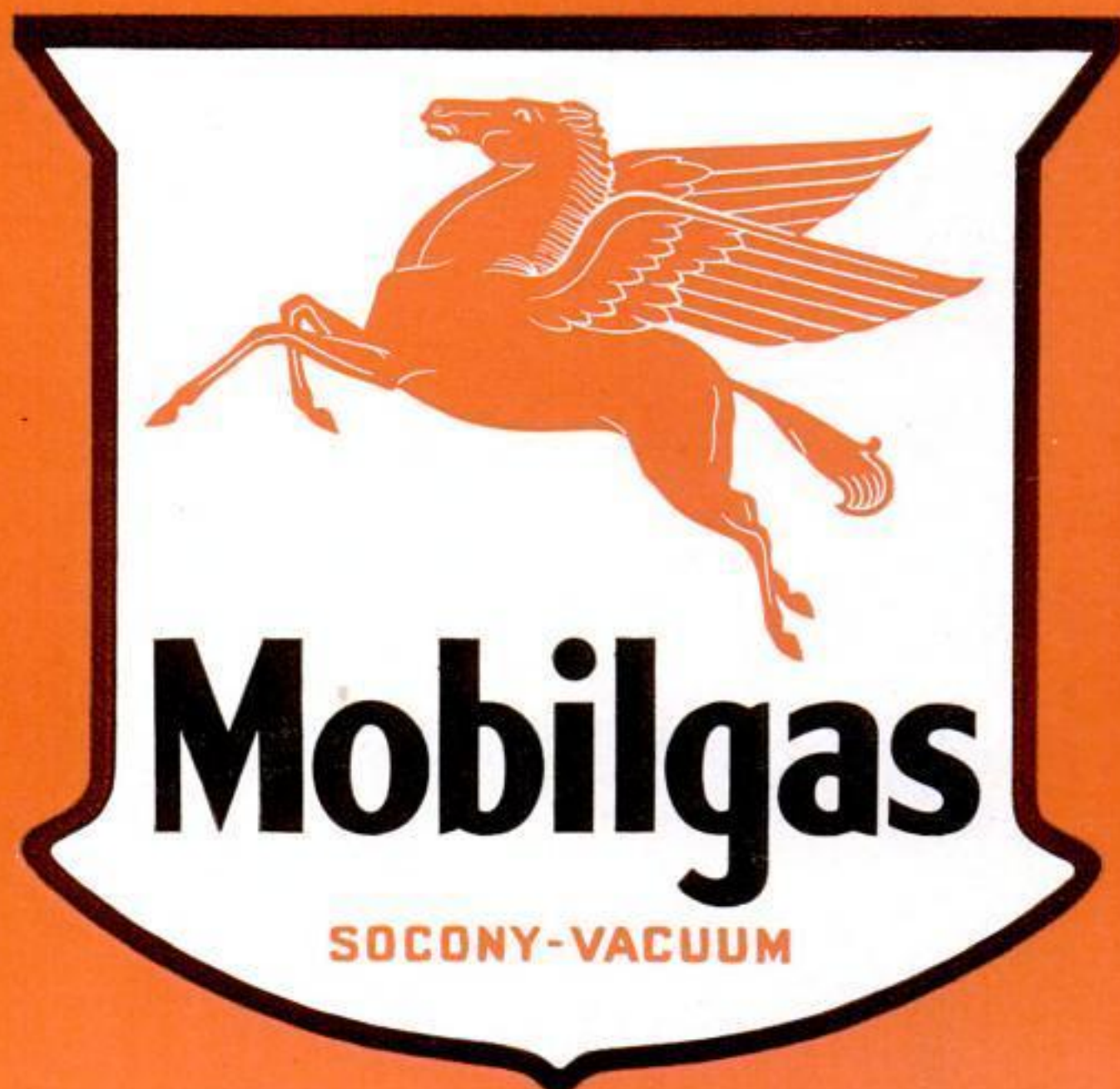
Address .....

Town .....

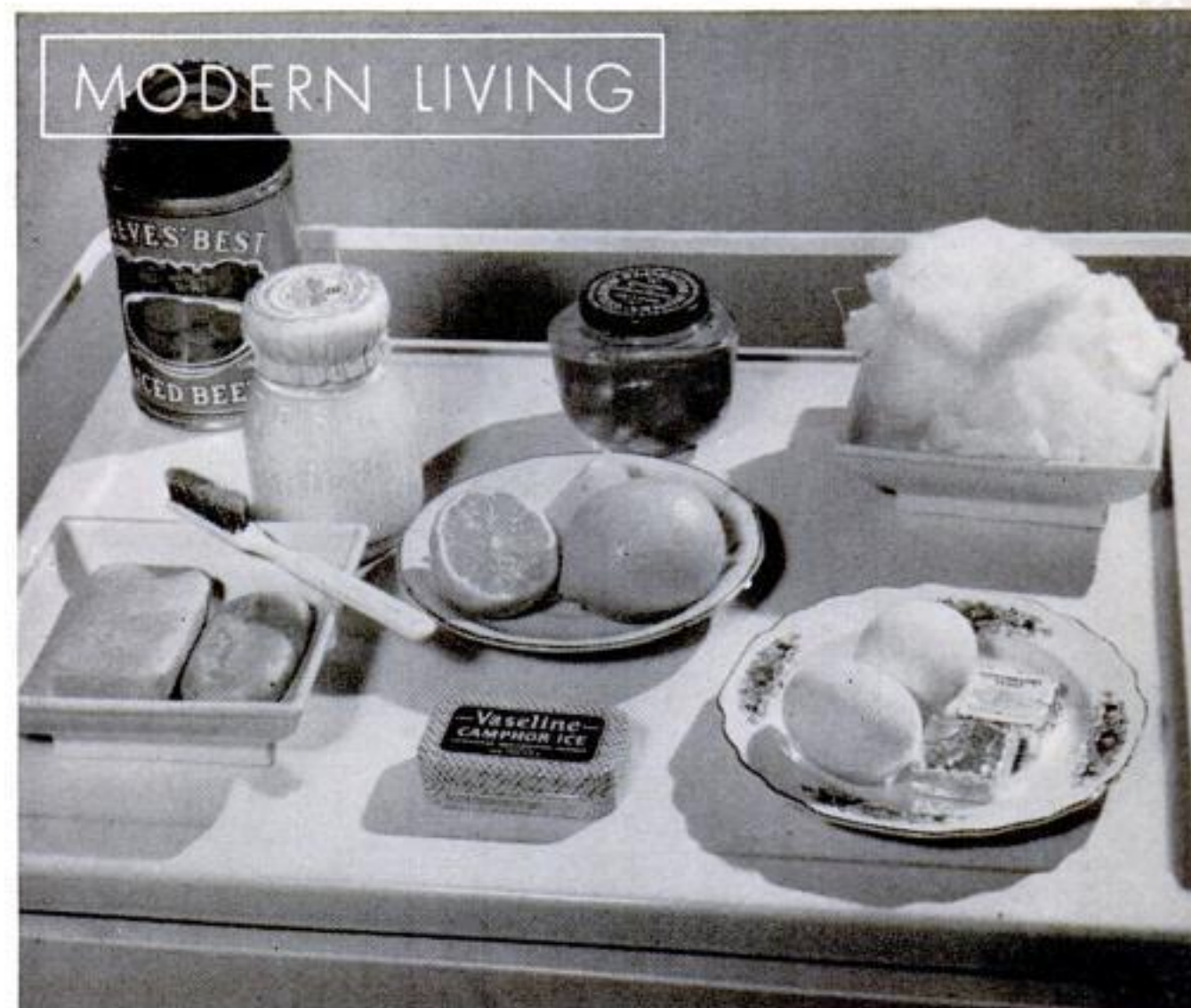
State .....



# What we mean by Balanced Gasoline



STOP AT THE SIGN OF  
FRIENDLY SERVICE



Essential supplies for a three-day "spring-cleaning" treatment: beet juice, cream, lemons, strained honey, cotton pads, yeast, eggs, camphor ice, soap and face brush.

## NEW COSMETIC ACT CLEANS

To the legions of women who wishfully believe in the rejuvenating magic of their favorite creams and lotions, the new Federal Food, Drug and Cosmetic Act will come as the greatest blow of their middle-aged lives. No longer will they be able to buy products which promise to "nourish the skin," "remove age lines and wrinkles," "close pores," "remove blackheads," or perform other beauty-parlor magic. According to the new law, wrinkles, undernourished skins, blackheads, sagging face muscles, etc., are physical defects. Products claiming to cure them must 1) be labeled as drugs and 2) prove their efficacy.

Since proof is either difficult or impossible and labeling is disillusioning, cosmetic manufacturers are struggling with a new group of phrases which they hope will be as alluring as the old. Copy-



Brushing face with soap is first step for all treatments. Face should be well scrubbed, especially around the nose and chin. Lathery film should remain five minutes.





A steam tent is made by covering the head with a bath towel and leaning over a basin of boiling water. The steaming treatment should last for ten to 15 minutes.

## UP COSMETIC CLAIMS

writers have been notified by their legal advisers that among the safe phrases are "cleansing," "lubricating," and "temporarily stimulating to the skin."

Although the new law does not go into effect until June 25, many of the country's leading cosmetic houses have already begun to stress "cleanliness." There are two schools of thought about skin cleaning. Some dermatologists insist that dry skins need smooth, wax-free creams. Others maintain that bland soaps and water are by far the best cleansers. On these pages are various cleanliness routines advocated by Gloria Bristol, New York dermatician who has cleaned and stimulated some of the richest faces in the U. S. and Europe. Basis of Miss Bristol's routine is a good scrubbing with a non-alkaline soap and a soft-bristled brush, preferably of badger hair.



Dry lather looks like this after five minutes on face. Lather is then removed with absorbent-cotton pads which have been soaked in water and squeezed fairly dry.

CONTINUED ON NEXT PAGE



# GET Mobilgas FOR *Balanced Performance*

ADD UP WHAT YOU GET with Mobilgas:

Not only excellent mileage, pick-up, power and pep...but a clean engine, too ...real carefree, economical driving!

Reason? Mobilgas is refined to deliver "Balanced Performance." You get all good gasoline qualities in full measure! Socony-Vacuum Oil Company, Inc.



# Keep Youth IN YOUR EYES



● He may thrill to his first memory of your eyes. But how much more thrilling—when he looks into your eyes today and still sees there the same charm. If you would keep your eyes youthful, you will avoid eyestrain—the enemy of keen vision. For neglect of your eyes hastens the telltale signs of years.

That's why more people these days are doing the wise thing—having their eyes examined by a trained professional man—the refractionist. Yes, *every year*—if they now wear glasses.

It is good to know that you may

now get glasses which combine good looks with comfort. *Soft-Lite Lenses* are notably inconspicuous—of a natural flesh tint blending with the complexion.

If you are sensitive to over-brightness, *Soft-Lite Lenses to your own prescription*, may be indicated. For these famous light-absorptive lenses are giving restful clear vision and comfort to millions of people.

Published in the interest of more comfortable vision by the Soft-Lite Lens Co.,  
New York Toronto London.

Issued only by Soft-Lite Licensees, this Protection Certificate accompanies genuine Soft-Lite Lenses, made at the great optical works of Bausch & Lomb.



Soft-Lite  
Lenses

**PRESCRIBED FOR COMFORT...AND SO GOOD-LOOKING**

## Face Cleaning (continued)



**Beet-juice mask** is applied after steaming. Ten minutes later a cotton pad soaked in lemon juice is put on over the beet juice and allowed to remain ten minutes. Finally, cream over all lubricates the skin and completes the first day's treatment.



**Honey treatment** on the second day comes after brushing, soaping and steaming with camphor ice in the boiling water. Warmed honey spread on the face dries for 20 min. and is removed with water. Then lemon juice is applied, finally cream.

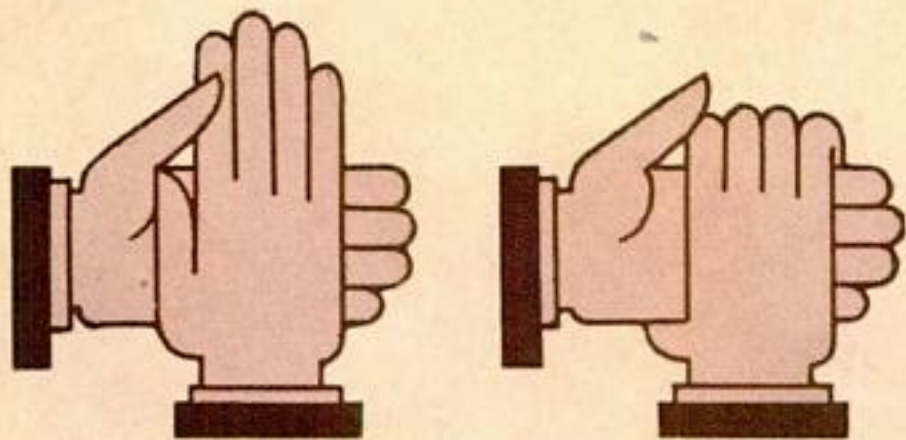


**QUESTION** :—and what's this on the back?

**ANSWER** : It's a new  
"Beauty Protector"  
that sticks to its promise!

Pattern shown is  
"Hunterdon," No. A7530

Here's How the Adhesive Back  
"Beauty Protector" Works!



Place your right hand, representing the linoleum, over the fingers of your left hand, representing floor boards. Now close the right hand, grasping fingers of the left hand tightly. That's a Nairn Adhesive Sealex installation! Expanding and contracting floor boards are held in a firm, vise-like grip! They cannot cause ugly bulges or cracks where wear usually starts.

The adhesive back gives Nairn Adhesive Sealex  
Linoleum longer wear—lasting beauty!

THE exclusive "Beauty Protector" on the back of this luxurious, *genuine inlaid* linoleum is the most astonishing feature ever introduced on any linoleum.

Naturally, beauty of pattern is an important buying consideration. And Nairn Adhesive

But it's this firm promise of *lasting beauty* that will really clinch your decision!

Take a look beneath a corner of Nairn Adhesive Sealex Linoleum. See the *factory-applied adhesive back*—the permanent "Beauty Protector" that sticks to its promise!

Because of this "Beauty Protector," Nairn Adhesive Sealex Linoleum is laid direct to the floor and every square inch grips the floor like a vise—insuring a stronger, longer-wearing installation. No ugly bulges or cracks where wear usually starts.

See this smooth, sanitary, beautiful linoleum now! Get more for your money. Enjoy the advantages of this permanent "Beauty Protector"—an *exclusive* Nairn Linoleum development—at *no increase in cost*! Satisfaction guaranteed or your money back!

CONGOLEUM-NAIRN INC.  
KEARNY, NEW JERSEY



Sealex Linoleum offers you a brilliant "floor show" of beauties to choose from. Exquisite patterns of all types for every room—strikingly accented tiles, stunning modern styles, delicate formal designs, ranging from rich dark tones to soft pastel shades. Each one as glowing with color as the smart, blue, marbled pattern shown here.



LAI'D DIRECT TO FLOOR



**NAIRN ADHESIVE**  
**SEALEX**  
TRADEMARK REGISTERED  
**LINOLEUM**



# "T. R. IN PANAMA"

## A painting for LIFE

by EDWARD LANING

This painting of President Theodore Roosevelt's inspection visit to the Panama Canal in 1906 is the first of a new series of dramatic scenes in 20th Century American history which are being painted on commission from LIFE by America's foremost contemporary artists. LIFE assigns only the subject, giving the painter free rein to recreate the scene in his own idiom and with his own ideas. Artist Edward Laning, born in Petersburg, Ill., 33 years ago, is now completing a six-panel mural and ceiling of the history of printing in the main stair hall of the New York Public Library. His best-known previous work is a Federal Arts Project mural of the "Role of the Immigrant in the Industrial Development of the United States" in the Administration Building on Ellis Island.

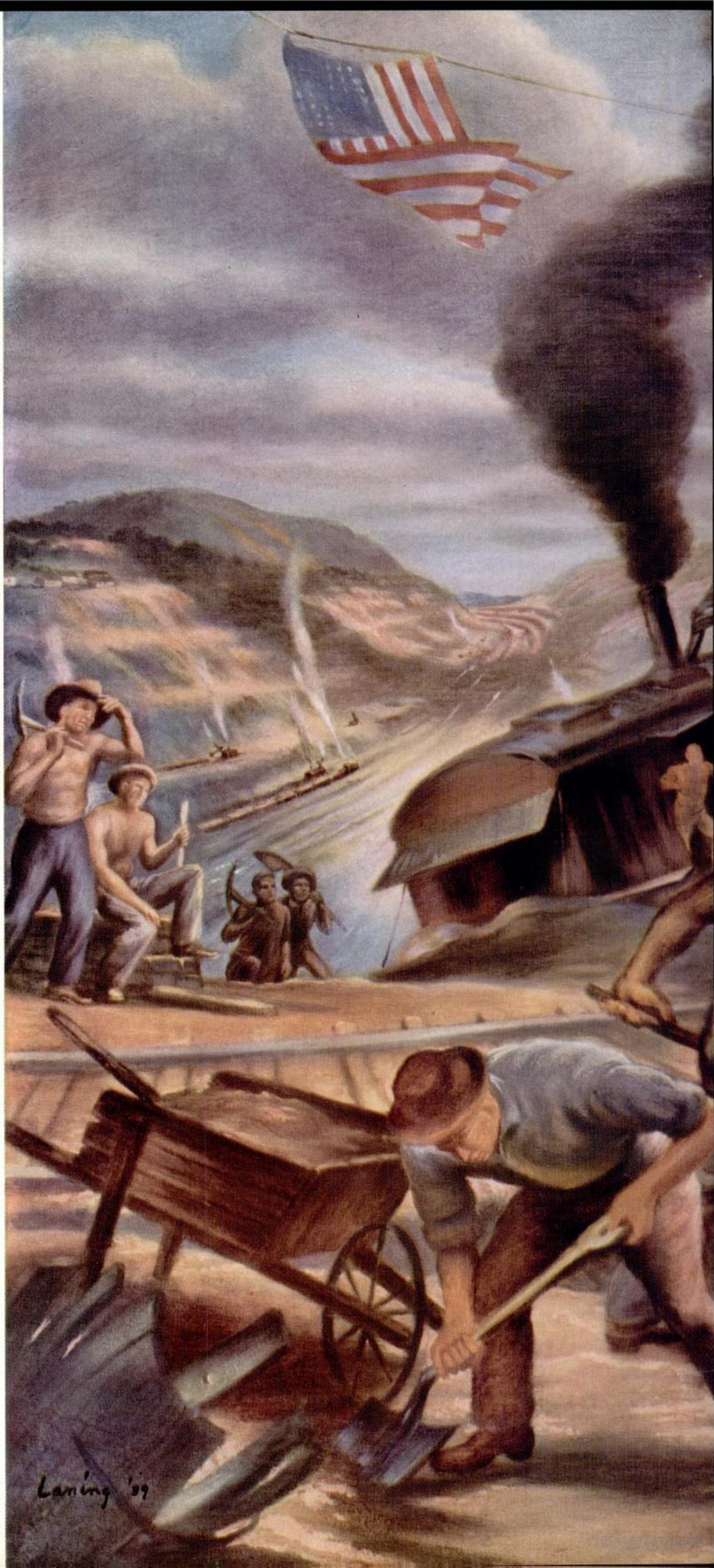
To millions of Americans, looking back across the gulf of the World War, the America of 1906 seems young and far-away. *In the Shade of the Old Apple Tree* and *Sweet Adeline* were fresh new songs that year. The President of Princeton, Woodrow Wilson, was deploring that rich man's toy, the automobile, declaring that "nothing has spread socialistic feeling in this country more." So many Congressmen ran out to gape at a dirigible balloon flying over the Capitol one day in June that no quorum was obtainable in House or Senate for an hour. That was the year that "Princess Alice" Roosevelt married Nick Longworth in the White House, that earthquake and fire ravaged old San Francisco, that U. S. Steel broke ground for the new town of Gary, Ind., that Harry Thaw shot Stanford White and Oklahoma was admitted to the Union. And on Nov. 15 that year Theodore Roosevelt, debarking at Colon from the U.S.S. *Louisiana*, became the first President of the U. S. ever to set foot on foreign soil while in office.

At right you see Artist Edward Laning's conception, especially painted for LIFE, of the great Teddy's three-day visit to inspect the beginnings of work on the Panama Canal. He has just stepped off his special Panama Railroad train, accompanied by Canal Commission officials and Mrs. Roosevelt, to march beneath an American flag and view the mighty scooping of Culebra Cut which stretches away at left. Except for his charge at San Juan Hill, this was probably the high point of T. R.'s life. For here, fathered by his own brain and will, was something on the heroic scale that suited the lusty Teddy and the lusty America which worshiped him: to bite through the backbone of a continent and fulfill the 400-year-old dream of a link between the two oceans.

There was no soul-searching by President Roosevelt, and little by contemporary Americans, over the forthright imperialism with which in 1903, as he later boasted, "I took the canal zone" from helpless little Colombia. America was pushing toward its place in the world's sun, and what America wanted, for its growing commerce and for national defense, America took. It was "manifest destiny." After two years of preliminaries, actual work on the Canal had been begun only in January of 1906. Ahead lay eight years of heroic labor, complicated by repeated landslides in Culebra Cut, before the first ship would sail through.

But already 25,000 men—about 5,000 of them

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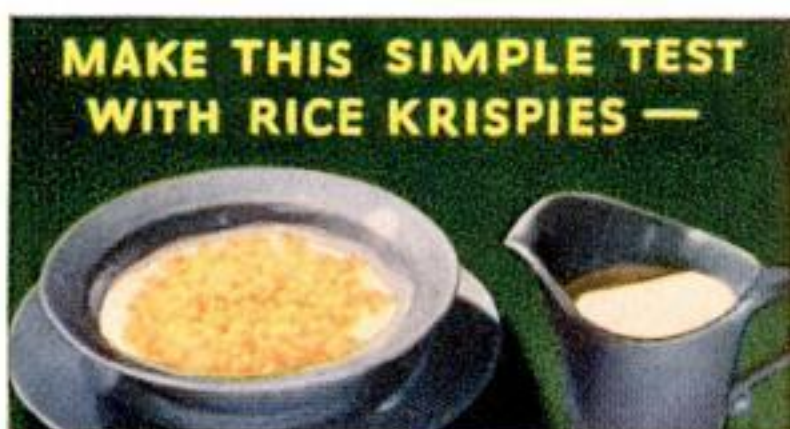


# Dads, too, cheer their lasting



Listen to THE CIRCLE,  
a new idea in radio enter-  
tainment, Sunday nights,  
NBC stations

**Every spoonful so crunchy!  
Totally different from mushy cereals!**



**2 hours in milk—  
Still Floating!**  
WON'T MUSH DOWN  
IN THE BOTTOM OF YOUR DISH

• Give a man a cereal he can get his teeth into! Something crisp from the first spoonful to the last . . . rich and satisfying in flavor. The name is Kellogg's Rice Krispies!

Rice Krispies are completely different. They're *not* flaked . . . *not* shredded. They are "oven-popped" by Kellogg's *patented* process, then toasted to a tempting, golden brown.

And wait until you see how Rice Krispies float in milk or cream! They won't mush down. Everyone in your family will love them. Children just can't seem to get enough.

Only premium quality, American-grown "Blue Rose" rice is used in making Rice Krispies. Their lasting crispness is protected by Kellogg's new KEL-LINER Inner-Wrap, the only cereal carton completely "Waxtite" heat-sealed at both top and bottom. Order from your grocer today!

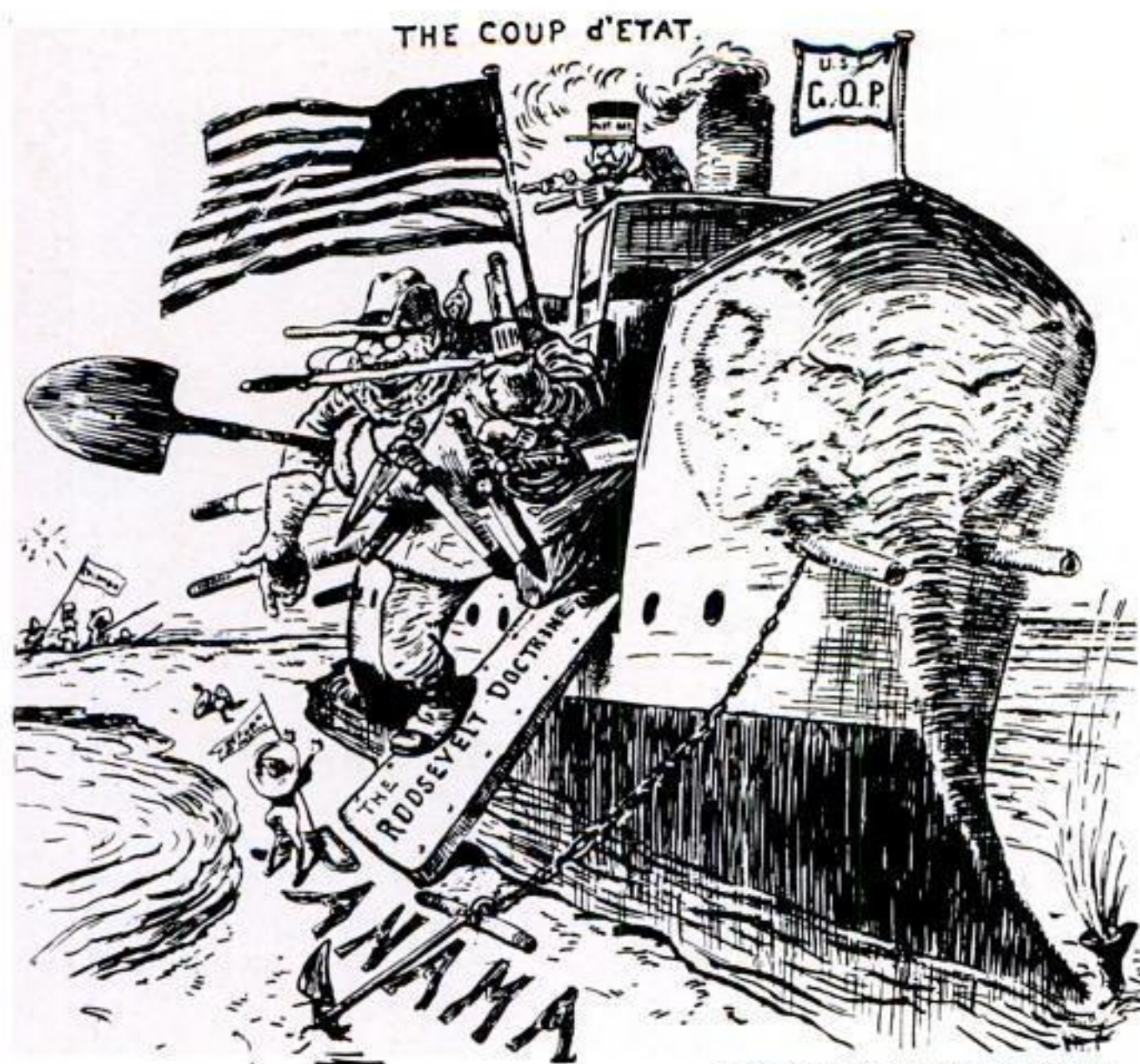
**NOT FLAKED**  **NOT SHREDDED** 

**They're "oven-popped" by Kellogg's Patented Process**  
Rice Krispies are absolutely unique in form . . . utterly distinct from every other ready-to-eat cereal. Product and process are protected by United States Letters PATENT NOS. 1,925,267; 1,832,813.



Copr. 1939 by Kellogg Company





New York World, November 9, 1903.

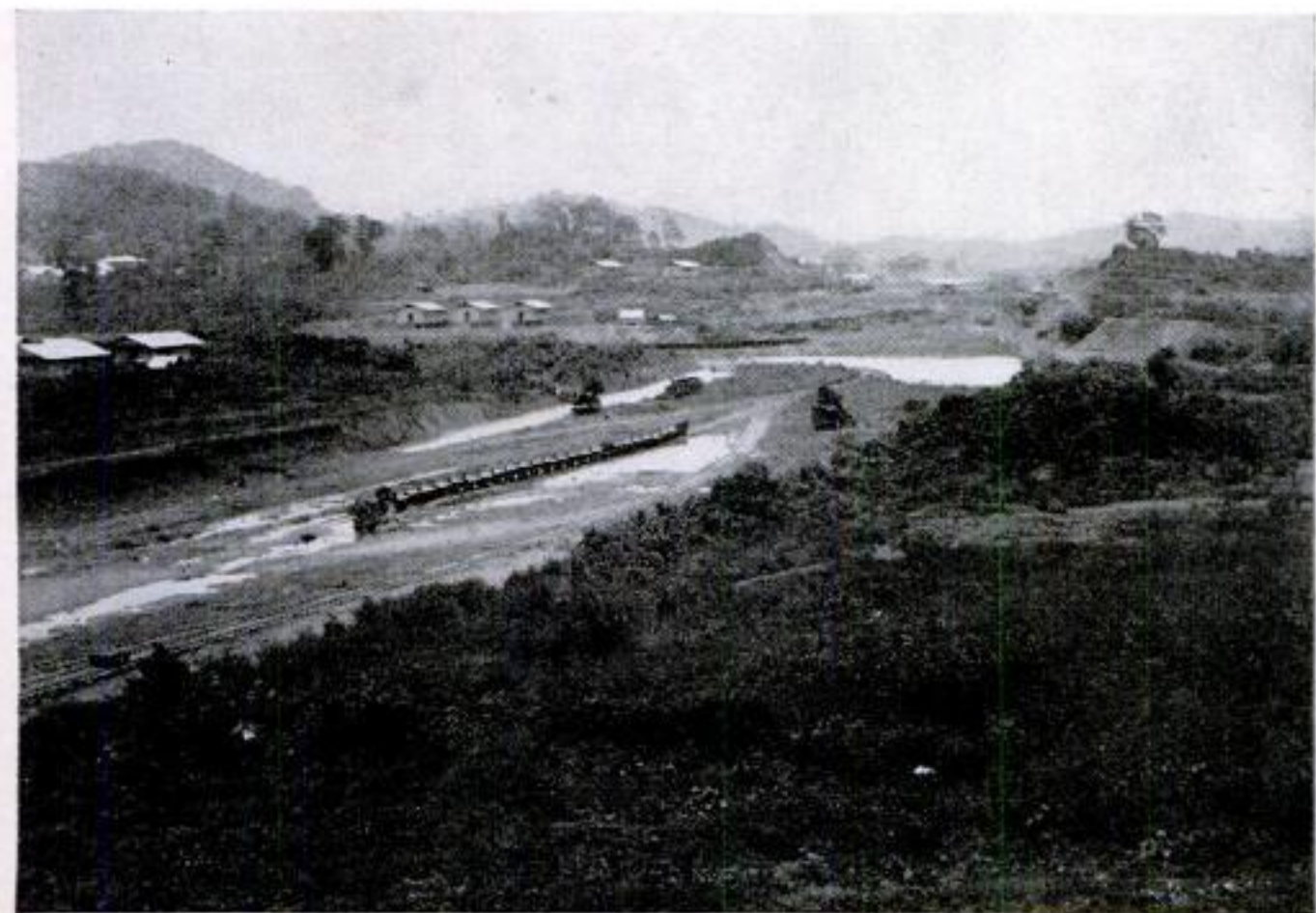
A CONTEMPORARY CARTOON CRACK AT ROOSEVELT-REPUBLICAN IMPERIALISM

skilled American engineers and mechanics and the rest Negro, Spanish and Italian day laborers—were bending their backs to the titanic task. And famed Dr. William C. Gorgas was well advanced on his great victory over malaria and yellow fever (symbolized by graves at lower right of painting) which for centuries had made the verdant Isthmus of Panama one of the world's plague spots. If anything more was needed to assure the ebullient Teddy Roosevelt of the ultimate success of the project, it was the 100% American spirit displayed by some workmen who had painted for his benefit on the side of one of the steam shovels: "WE WILL DO OUR BEST TO HELP YOU DIG IT."

The building of the Panama Canal is a great and glorious chapter in American history. But the story of the way in which America acquired the canal zone is something for righteous, aggressor-hating citizens of 1939 to ponder. The Universal Inter-Oceanic Canal Co., a French concern headed by Suez Canal Builder Ferdinand de Lesseps, scooped the first earth for a Panama canal in 1882. Yellow fever and malaria, plus spectacular waste and graft, laid the French low. In 1889 the company, having spent \$260,000,000, which represented the life savings of 600,000 Frenchmen, went bankrupt. A shadowy New Panama Canal Co. was organized in 1894 to take over the wreckage.

At the turn of the century, expansive Americans were growing eager to build an inter-oceanic canal. But most public officials, including Theodore Roosevelt, favored a route through Nicaragua. Into the breach as lobbyists for the New Panama Canal Co. stepped two historic characters. One was Philippe Bunau-Varilla, French adventurer who had been chief engineer of the old company. The other was William Nelson Cromwell, New York lawyer who eventually presented an \$800,000 bill for his services. Lobbyist Cromwell, who was later charged with having donated \$60,000 to

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FRENCH LEFT MACHINERY ROTTING IN JUNGLE AFTER THEIR CANAL FIASCO

## LOOK PRETTY PLEASE says best dressed young photographer



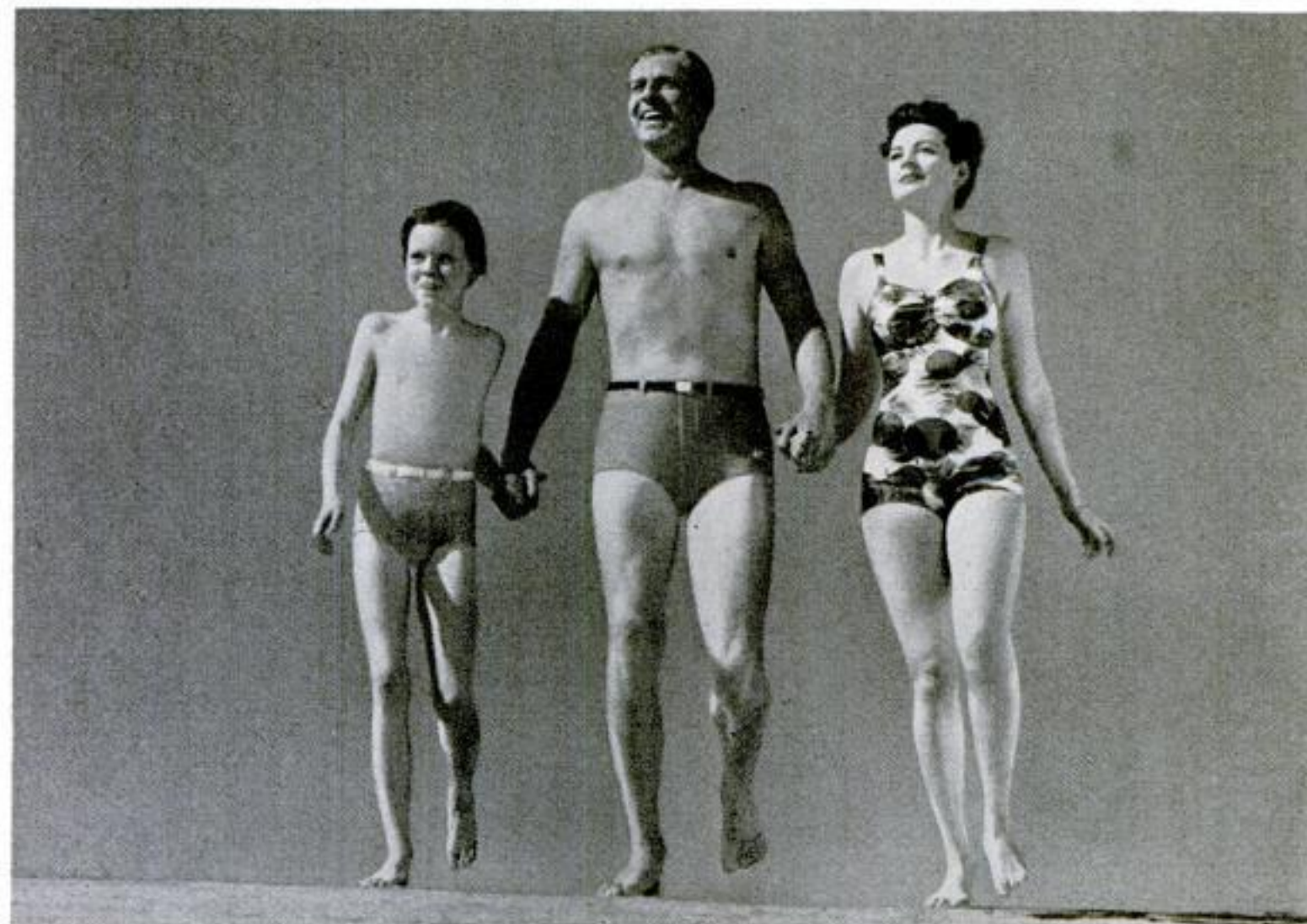
### You Can

IN A CATALINA SWIM SUIT  
MADE FIGURE-FLATTERING  
WITH FIRESTONE CONTROLASTIC\*

You won't be camera shy at the beach this Summer in the suit that gives fair play and good grooming to your figure. The secret of Catalina's sleek fit is CONTROLASTIC, amazing new elastic yarn developed by Firestone. Wrapped layers of rubber instead of just a single strand give CONTROLASTIC long "life"—make it more resistant to the ravages of sun, air, water.



**DARLING DAUGHTERS WEAR CATALINA PUCKERETTES** of Celanese rayon shirred with CONTROLASTIC. Baby suit in turquoise, coral, white, bahama, \$3. Big sister suit in dubonnet, black, chartreuse, rust, royal, fuchsia, \$4.



### SEASON-LONG SMARTNESS FOR THE FAMILY IN CATALINA SWIM SUITS

They owe their trim appearance to CONTROLASTIC yarn. Boy's trunks of satin in choice of seven colors, \$3. Man's trunks in choice of six colors, \$5. Woman's suit of CONTROLASTIC satin in the gay Palm Carnival print; blue,

fuchsia or chartreuse combination. Maillot \$8, with half skirt \$9.

For free illustrated style booklet and the name of your nearest Catalina dealer, write to Pacific Knitting Mills, Los Angeles, Cal.

\*Reg. U. S. Pat. Off.

STYLED FOR THE STARS OF  
HOLLYWOOD AND YOU!

# Catalina

## SWIM SUITS

WITH  This label pledges Multi-ply elasticity and figure control.

PACIFIC KNITTING MILLS, LOS ANGELES, CAL.



# Shirt Etiquette for Summer in one easy lesson



**1. SLEEVE-ROLLING** air-conditions your forearms . . . but a lightweight Arrow Summer Shirt, with its countless tiny pores, keeps *all* of you ventilated—wrist to shoulder, tummy to throat.



**2. SUMMER IS NO TIME** for tight collars, but that's no excuse for unhitching top-buttons. Arrow Summer Shirts *never* shrink out of fit. Sanforized-Shrunk, fabric shrinkage less than 1%!



**3. WHEN YOU TAKE OFF** your coat, never expose a messy midriff. Arrow Summer Shirts have the exclusive Mitoga cut that eliminates excess fabric, that is shaped the way a man is built.



**4. ARROW SUMMER SHIRTS** (smart patterns as well as white), have the finest of all collars—Arrows! Get some at your Arrow dealer's now for a cool Summer. \$2, \$2.25, \$2.50, \$3.50, \$5.

## ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

*Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit*

### "T.R. in Panama" (continued)



BUNAU-VARILLA

the Republican National Committee and billed it to his client as necessary expense, persuaded the Republican national convention of 1900 to endorse an "Isthmian canal" instead of a "Nicaraguan canal." Lobbyist Bunau-Varilla busied himself in Washington, saw President McKinley, won a powerful ally in Senator-Boss Mark Hanna. A providential volcanic eruption in Nicaragua in 1902 helped clinch the deal. Price for the French concession and property in Panama was set at \$40,000,000. But Congress stipulated that the Nicaraguan route was still to be followed if satisfactory arrangements could not be made with the Republic of Colombia,

of which Panama was then a part.

And Colombia balked. Secretary of State John Hay and the Colombian chargé d'affaires in Washington signed a treaty providing that Colombia was to get \$10,000,000 in gold and an annual \$250,000 for canal rights. The treaty also stipulated, presumably at the request of Lobbyist Cromwell, that the Colombian government could not negotiate directly with the New Panama Canal Co., i.e., could not demand a share of its \$40,000,000. Spluttering about limitations on its sovereignty, the Colombian Government held out for a \$15,000,000 down payment and a \$15,000,000 cut from the French stockholders.

President Roosevelt raged privately at "those contemptible little creatures in Bogotá," prepared to take the canal zone by simple force of arms. But Bunau-Varilla and his friends,

who were in constant touch with the President and Secretary of State, had a better plan. In Room 1162 of New York's old Waldorf-Astoria Hotel, Bunau-Varilla, putting up \$100,000 cash, laid final plans with a Panamanian patriot named Dr. Manuel Amador for a Panama revolution. An uprising took place as scheduled on Nov. 3, 1903. U. S. warships, conveniently at hand, prevented Colombian troops from attempting to put down the rebellion. The Republic of Panama was proclaimed on Nov. 6. President Roosevelt got the news at 11:35

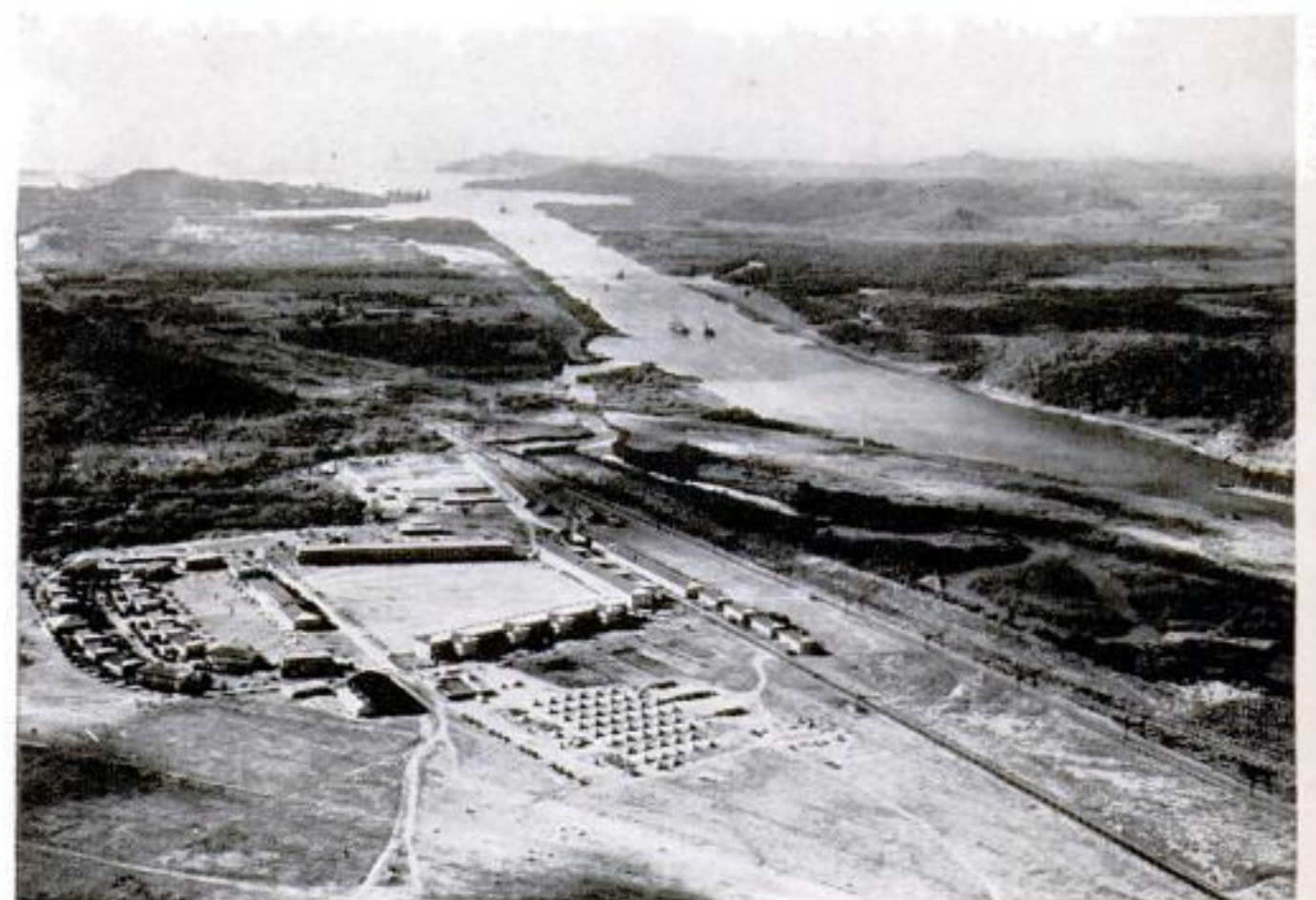


CROMWELL

a.m. One hour and 16 min. later U. S. consuls in Panama City and Colon were instructed to recognize the new government. Eleven days later, Bunau-Varilla, acting as Minister from Panama, concluded a treaty with Secretary Hay by which Panama ceded a ten-mile-wide canal zone to the U. S. for \$10,000,000 down and \$250,000 a year (same terms offered to Colombia), and the New Panama Canal Co.'s \$40,000,000 was preserved intact.

The U. S. Treasury promptly paid over the \$40,000,000 to J. P. Morgan & Co. for delivery to the company stockholders. Simmering charges that prominent Americans had been among the largest of those stockholders came to a head in 1908 when President Roosevelt sued the New York *World* and Indianapolis *News* which had led in airing them, for criminal libel. The U. S. Supreme Court dismissed the case. Despite two Congressional investigations, the names of the stockholders who got the \$40,000,000 have never been revealed.

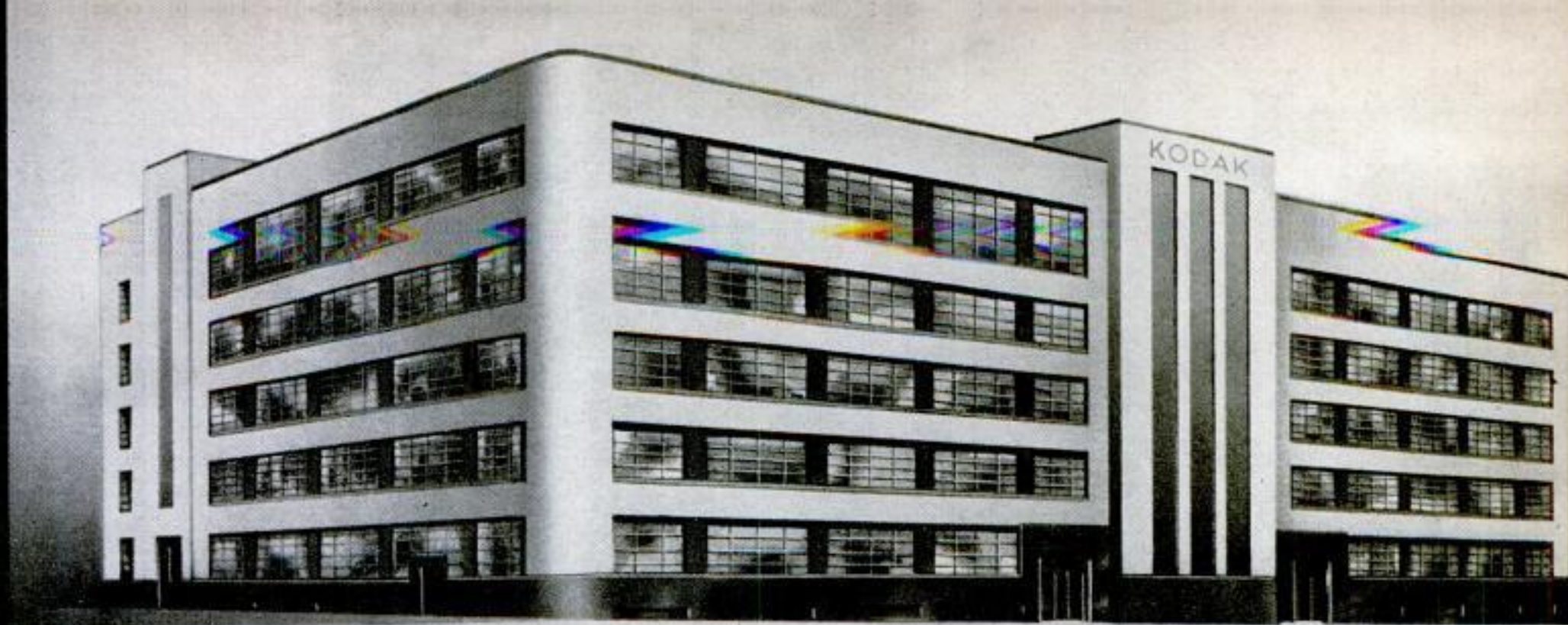
In 1921, the U. S. paid bereft Colombia \$25,000,000 "conscience money."



U. S. ARMY NOW RUNS PANAMA CANAL ZONE. FOREGROUND: FORT CLAYTON



# NEW LOW PRICES ON KODAKS



**NEW EASTMAN PLANT**, extensive addition to camera factory already the largest in the world, as it will appear when completed. Here will be produced the finest precision cameras, made by the largest group of American craftsmen ever assembled in the photographic industry.

**Addition to world's largest camera works, now building, means a substantial saving on your new camera—latest models included**

## SIX-20 BROWNIE JUNIOR

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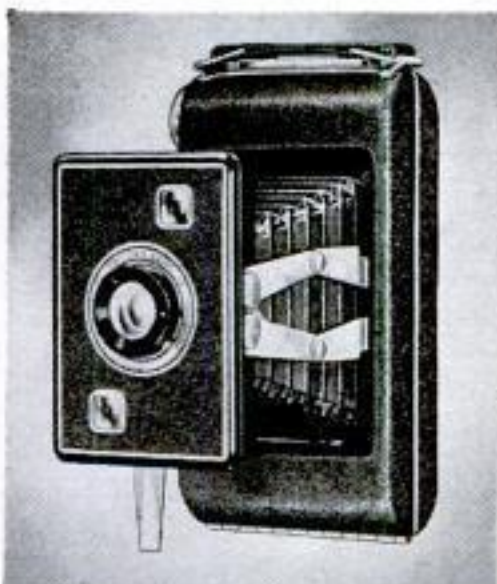
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**EVERYWHERE YOU GO**, more and more people are carrying cameras. Picture making has grown beyond all experience, forcing camera production to the limit. Eastman is looking ahead, building an addition to the world's largest camera works, installing production facilities on a scale never known before.

**YOU SAVE, BEGINNING RIGHT NOW.** In a sweeping reduction, Kodak prices are brought in line with these lower production costs to come. And that saving applies on the newest, most popular models which constitute the 1939 Kodak line.

Get ready for the new season—this time of World's Fairs—this greatest of picture-taking years.

See your Kodak dealer now. He will show you brilliant, versatile, up-to-the-minute models that will increase your pride and skill in picture making—traditional Eastman quality at a saving that sounds almost too good to be true... Eastman Kodak Co., Rochester, N. Y.

*Any camera is a better camera loaded with Kodak Film. Accept nothing but the film in the familiar yellow box—Kodak Film—which only Eastman makes.*

## EXAMPLES OF OTHER PRICE REDUCTIONS

### BROWNIES

	WAS	NOW
Six-20 Brownie .....	\$3.10	<b>\$2.85</b>
Six-16 Brownie .....	3.75	<b>3.25</b>
Six-20 Brownie Special .....	4.00	<b>3.75</b>
Six-16 Brownie Special .....	4.50	<b>4.25</b>

### KODAKS

Jiffy Kodak Six-16, Series II .....	\$9.50	<b>\$8.25</b>
Kodak Junior Six-20, Series III, K.A. f.8.8 lens ..	13.50	<b>12.50</b>
Kodak Junior Six-20, Series III, K.A. f.6.3 lens ..	16.00	<b>14.50</b>
Kodak Junior Six-20, Series III, K.A. f.4.5 lens ..	25.00	<b>22.00</b>
Kodak Junior Six-16, Series III, K.A. f.8.8 lens ..	15.50	<b>14.00</b>
Kodak Junior Six-16, Series III, K.A. f.6.3 lens ..	18.00	<b>16.00</b>
Kodak Junior Six-16, Series III, K.A. f.4.5 lens ..	29.50	<b>25.00</b>
Kodak Senior Six-20, K.A. f.7.7 lens .....	17.00	<b>15.00</b>

	WAS	NOW
Kodak Senior Six-20, K.A. f.6.3 lens, Diomatic shutter .....	\$21.00	<b>\$19.00</b>
Kodak Senior Six-20, K.A. f.4.5 lens .....	28.00	<b>25.00</b>
Kodak Senior Six-16, K.A. f.7.7 lens .....	19.50	<b>17.50</b>
Kodak Senior Six-16, K.A. f.6.3 lens, Diomatic shutter .....	24.50	<b>22.50</b>
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Kodak Bantam, K.A. f.6.3 lens .....	\$9.50	<b>\$8.50</b>
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Kodak 35, K.A. f.4.5 lens .....	29.50	<b>24.50</b>
Kodak 35, K.A. Special f.3.5 lens .....	39.50	<b>33.50</b>

**GOING TO THE NEW YORK WORLD'S FAIR?**  
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*Only EASTMAN makes the KODAK*



# SOLOMON'S TEMPLE, SHOWN IN MINIATURE AT FAIR, REVIVES JEWRY'S DREAM

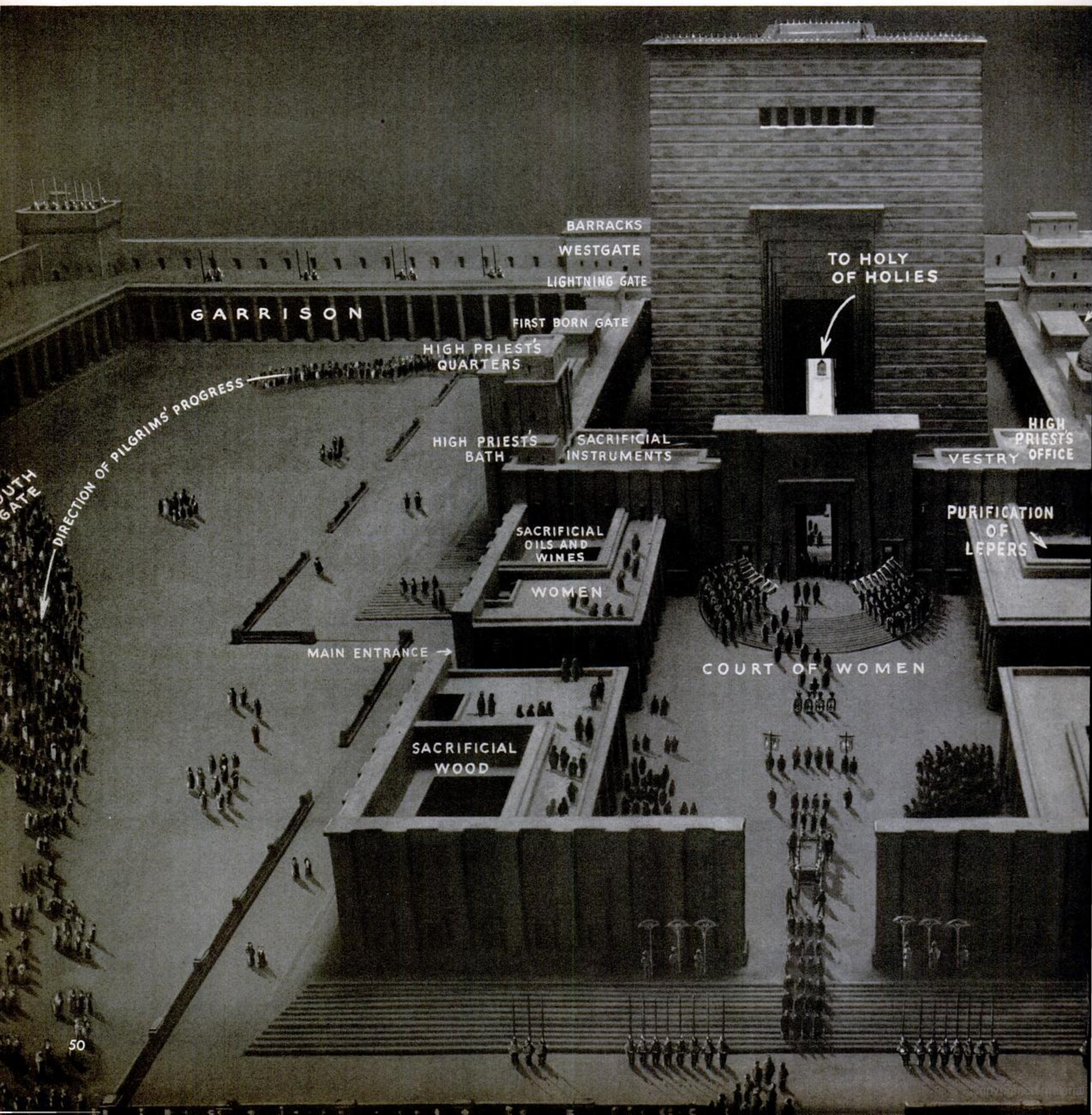
The Temple of Solomon, as it might have appeared in the course of one of its great ceremonies, is shown in the picture below. King Solomon, sheltered by canopy, advances across the Court of Women. On the Temple steps musicians lift trumpets in fanfare. Beyond, in the inner court, the Priests await the King's arrival to perform the ritual of sacrifice.

For 2,000 years Jews have dreamed of the reconstruction of the Temple of Solomon and re-creation of such a scene. That is the dream of the coming of the Messiah and is one of the strongest ties of the world's Jews to Palestine. Twenty years ago Jacob Jehuda, a Palestine architect, set out to show what the dream might mean. The result of his efforts, pictured below, is a plaster model weighing a full ton,

which is being shown in the Jewish-Palestine Pavilion at the New York World's Fair.

King Solomon built his Temple to provide a fitting altar for the sacrifices to Jehovah and as a permanent shelter for the Ark of the Covenant. His people labored seven years to execute his plans. On Mount Moriah, east of Jerusalem, they leveled a broad plateau, surrounded it with 150-ft. fortress walls. There they reared the Temple, an imposing group of buildings surmounted by a 200-ft. gold-roofed tower, which bore stern witness to their monotheistic faith.

The Temple was the single and central Church of Judaism. In the Holy of Holies, the inner chamber of the Temple, rested the tablets of the Ten Commandments. The sacrifices of domestic animals and crops, required three times a year of every Jew,

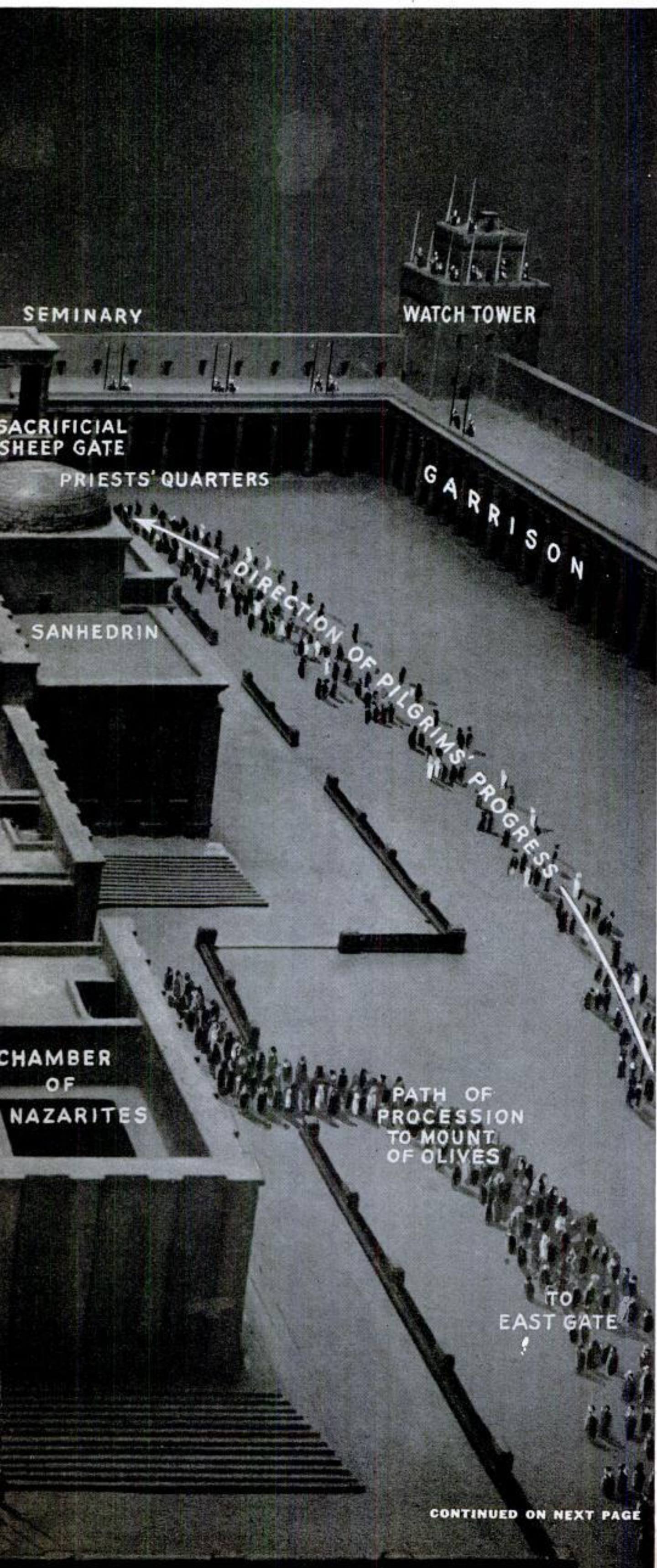




could be offered only on the great altar (see p. 52) in the inner court. And its Priests, who alone could enter the tower of the Temple proper, constituted the only priesthood of the faith.

The Jews on pilgrimage entered the Temple courtyard through the South Gate, circled the Temple and took their offerings, sheep and produce, through the proper gate to the Temple. Two groups, the Nazarites and lepers, went through special purification ceremonies in their respective courts. To the Sanhedrin, where the Elders of Israel sat as judges, the people brought their law suits.

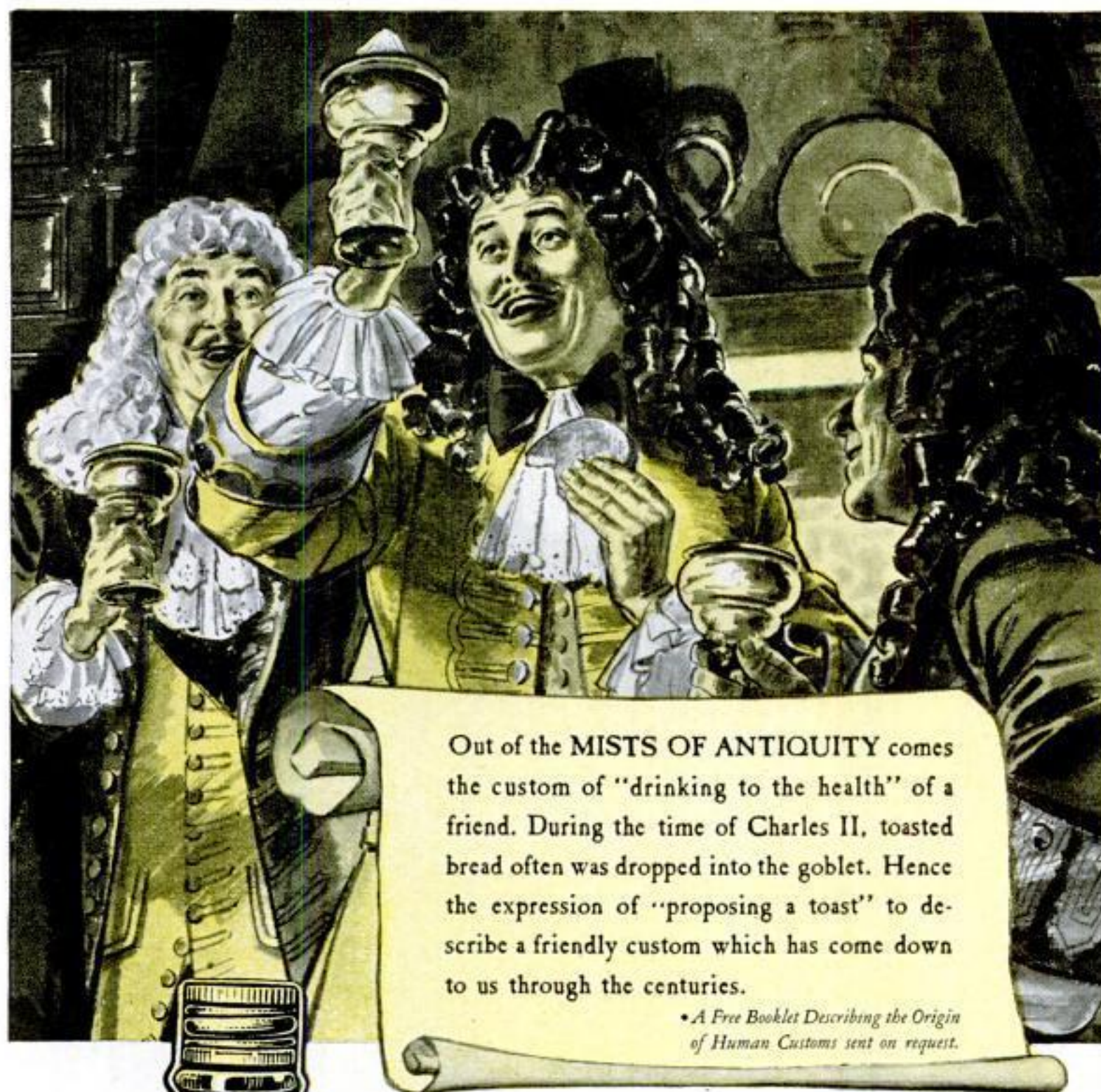
The Temple was destroyed by Nebuchadnezzar in 586 B.C.; two others followed in its place but did not rival it in holiness and majesty. Finally, as Christ prophesied, the third Temple was destroyed by Romans in 70 A.D. On the Temple site, now held by Moslems, stands the Mosque of Omar. Synagogs, which at the time of the Temple were mere meeting houses, now fulfill only incompletely the Temple's function. For 2,000 years no sacrifices have been offered to Jehovah.



CONTINUED ON NEXT PAGE

## NO. 12 of a series: FACTS BEHIND OUR HUMAN CUSTOMS

# Do you know WHY WE PROPOSE TOASTS TO FRIENDS?



## Here's Another Custom Based on Fact:

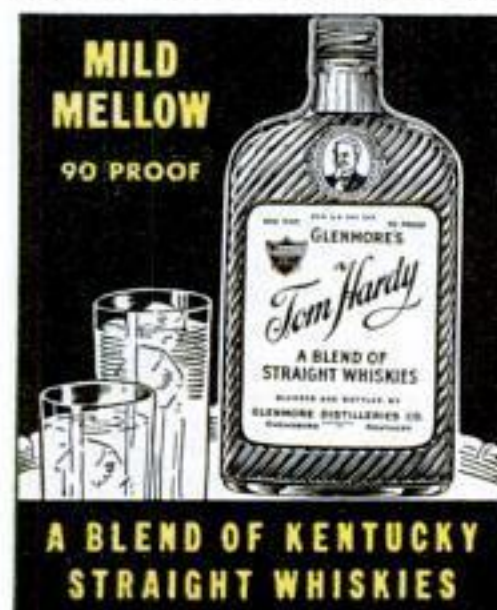
The man who chooses Glenmore Kentucky Straight Bourbon is setting a custom for himself that has many sound reasons behind it. He gets the traditionally fine whiskey of Old Kentucky . . . distilled from choice grains and deep limestone water . . . patiently aged in new barrels of white mountain oak for 3 full years. That's why your dealer will tell you:

*Pour*  
**Glenmore**  
*... you get more*

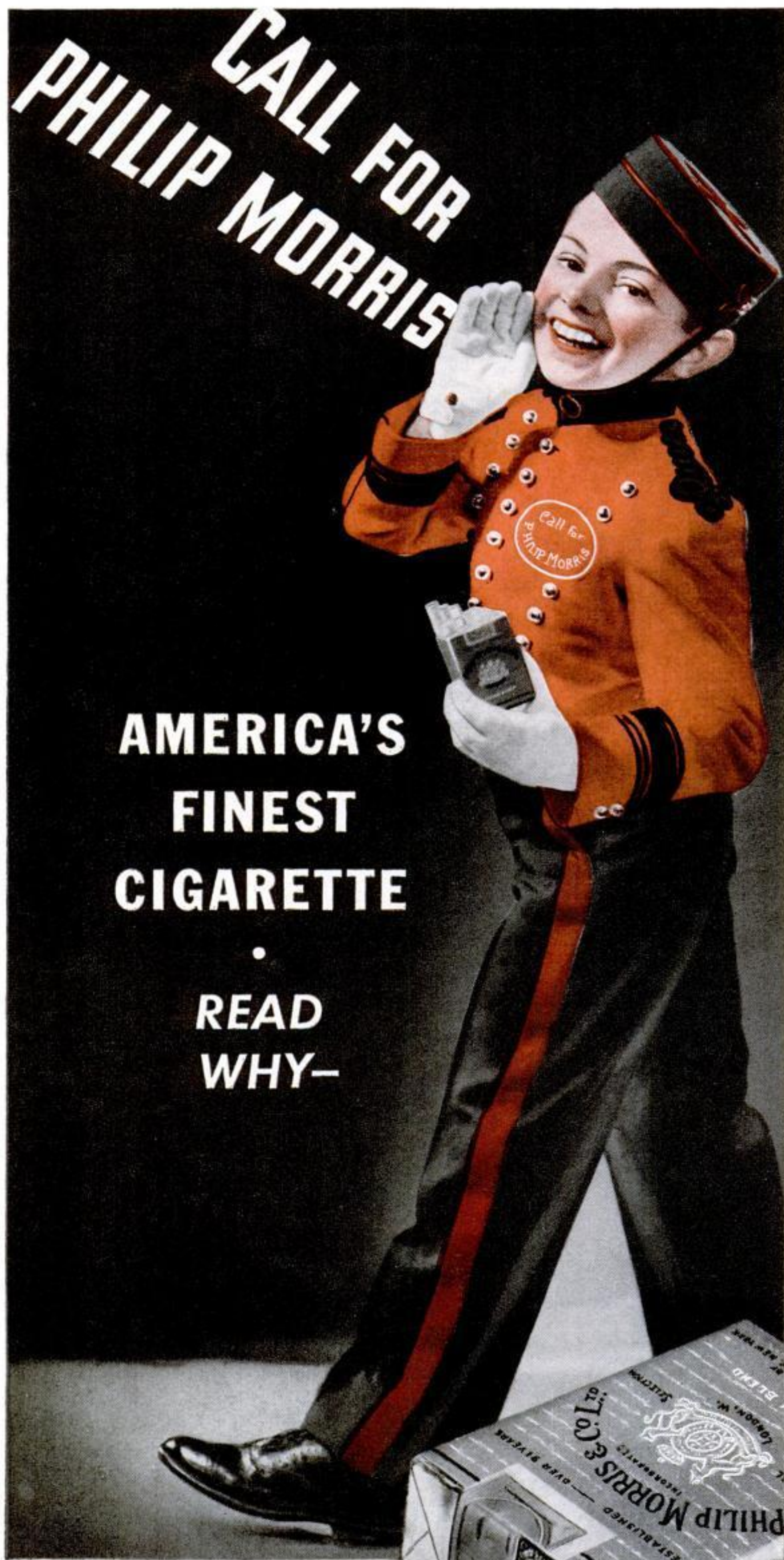
Copr. 1939, Glenmore Distilleries Co., Incorporated

Gold Label—100 Proof  
Silver Label—90 Proof

## • OTHER GLENMORE PRODUCTS •



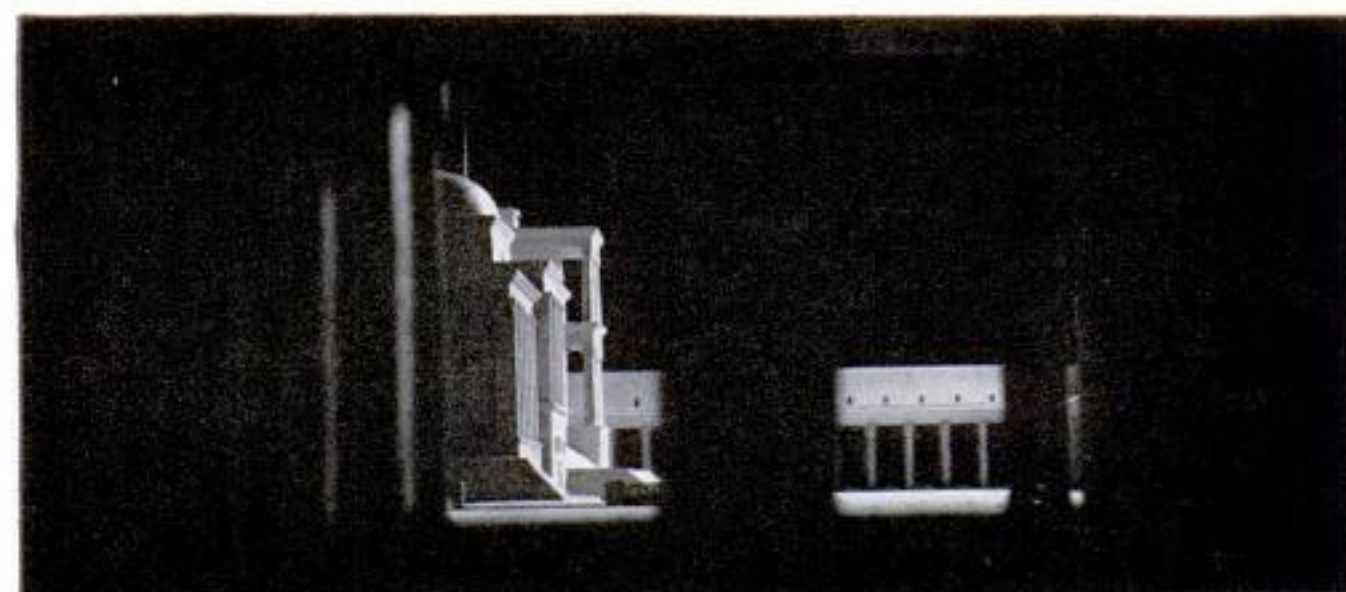




**ENJOY** the superb taste of the world's finest tobaccos . . . *unhampered by throat irritation.* And remember . . . Philip Morris' superiority is recognized by eminent medical authorities. Join Johnnie's *CALL FOR PHILIP MORRIS.*

CREATORS OF FAMOUS CIGARETTES FOR 91 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

## Solomon's Temple (continued)



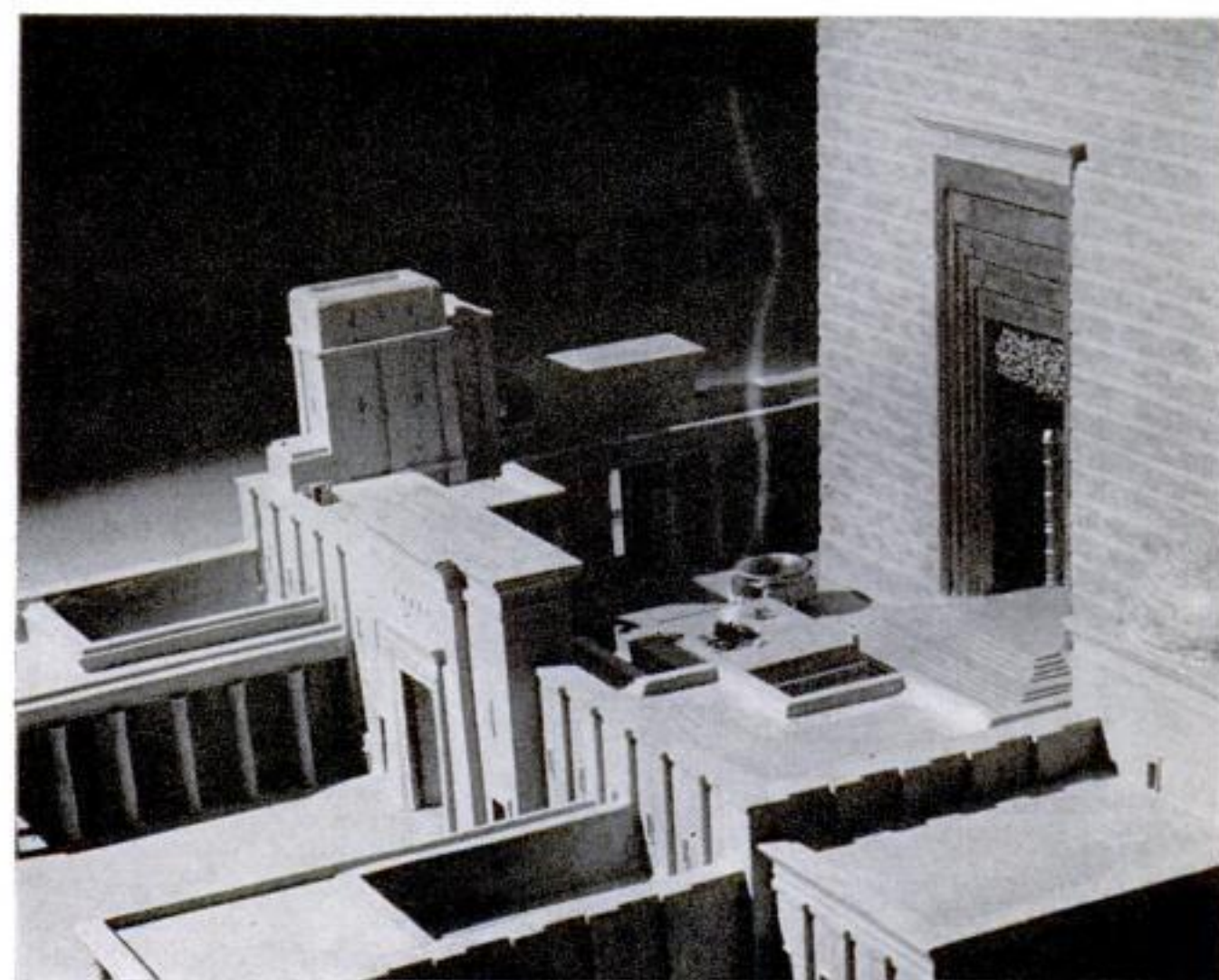
Through the East Gate of the Temple from the Mount of Olives the inhabitants of Palestine saw this view of the porches of the Sanhedrin and the Temple Seminary. Christ had a similar view of the third Temple on the night before He was crucified.



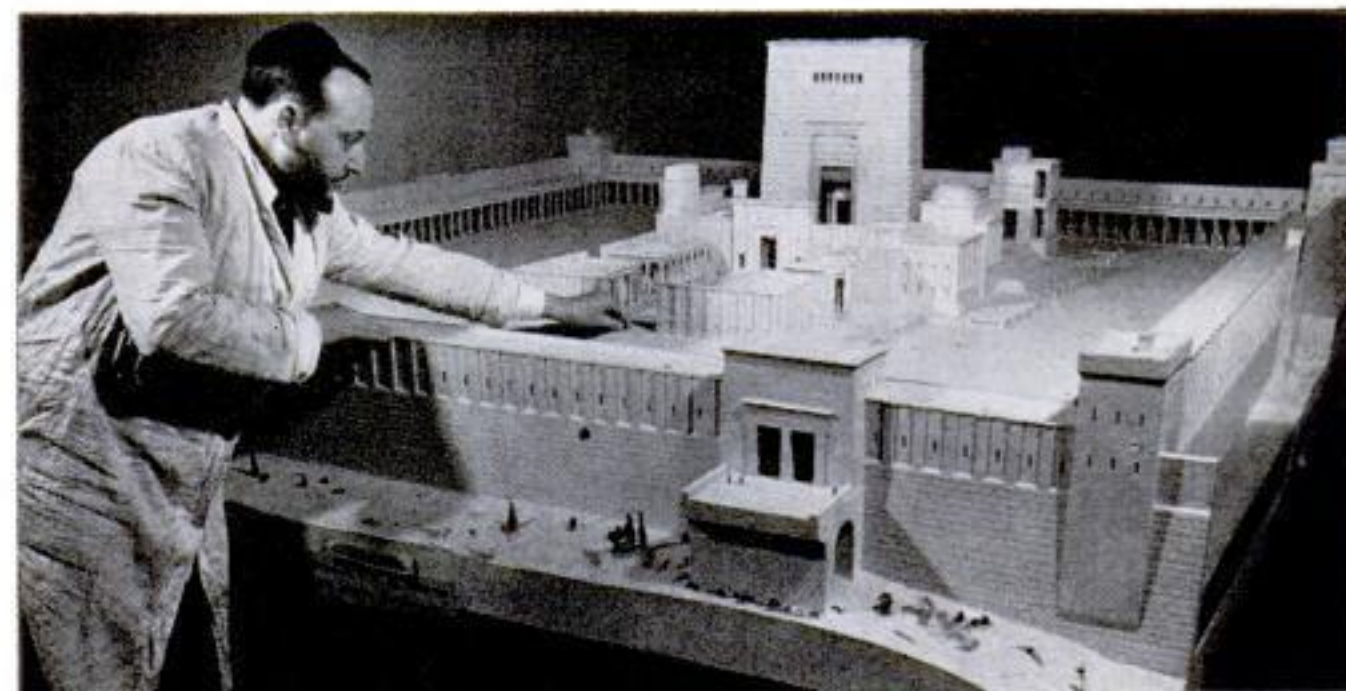
**Veil of the Temple**, woven from woolen ropes, hangs above door. In rear, within, is curtained door to Holy of Holies.



**Ladders to roof** permitted workmen to go up regularly to inspect the fine golden plates with which the roof was sheathed.



**Smoke from sacrifice** rising from the stone altar meant sacrifice was accepted. At corner of the altar is a huge brass basin, the "Molten Sea," where priests washed their hands and feet. Sacrifices offered on the altar consisted mostly of domestic animals.



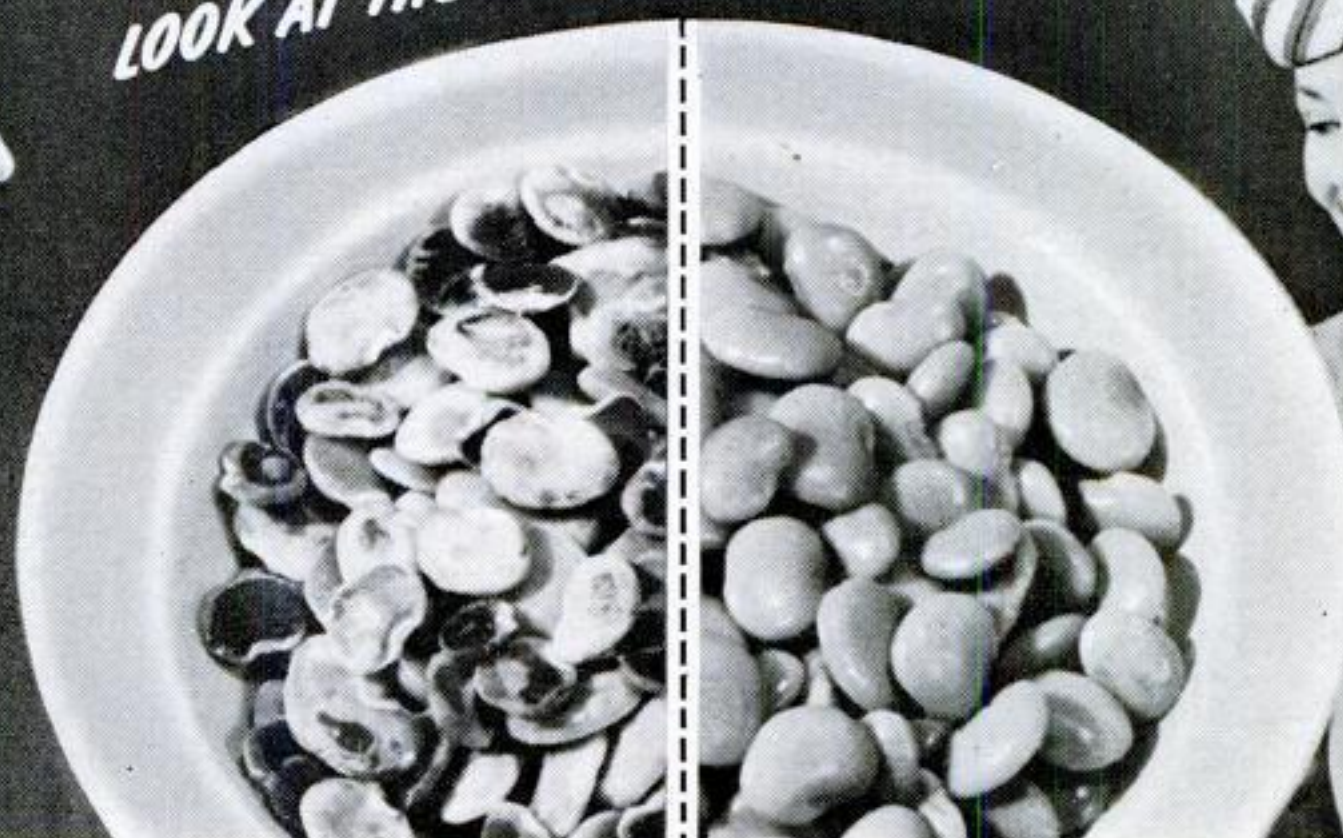
**Jacob Jehuda**, designer, spent 20 years on his task—14 in research in libraries and museums of Europe and Asia Minor, six years in building. Model has been acknowledged by authorities, including Masons, the Vatican, as most authentic ever built.

CONTINUED ON PAGE 54



**NEW!**  
**AMAZING  
 DISCOVERY**  
*Saves Food's  
 Vital Freshness  
 from Drying Out!*

*BOTH 7 DAYS OLD...BUT  
 LOOK AT THE AMAZING DIFFERENCE!\**



\*Reproduced from certified, unretouched photographs of identical foods, refrigerated, uncovered, at comparable temperatures.



# The World's First "Cold-Wall" Refrigerator... made only by Frigidaire and General Motors

## *BUILT ON AN ENTIRELY NEW PRINCIPLE!*

**Prolongs Food's Original Freshness, Color,  
 Rich Flavor Days Longer!**

● Now ... because of the amazing new "Cold-Wall" Principle ... you can keep even highly perishable foods days longer than ever before! But here is the most astonishing fact of all! Now you can prolong food's original freshness ... retain rich nutritional values ... save peak fresh flavor for days on end!

Fresh fruits and vegetables do not lose their attractiveness through wilting, shrinking, changing color. Left-over foods ... meats, peas, beans, even mashed potatoes — stay as deliciously fresh and appetizing as when first prepared! And you needn't even cover them! For with the new "Cold-Wall" Principle, food is not dried out by moisture-robbing air currents. Odor-and-flavor transfer is checked, too.

Here, at last, is real advancement in refrigeration ... vitally important to every home in America ... especially

where there are children. Because, now, you save not only the food, but the VITAL VALUES in food as well. Natural nourishment stays in—because it doesn't dry out!

**Convince Yourself... with Proof... in 5 Minutes**

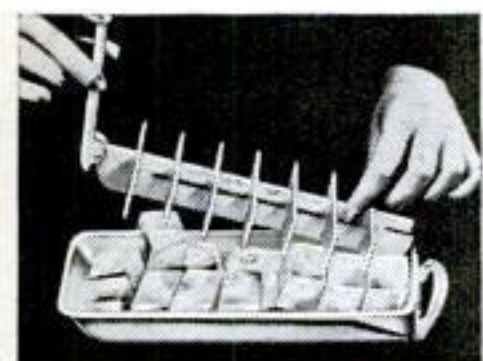
See Proof at your nearest Frigidaire dealer's that the new "Cold-Wall" Frigidaire puts you ahead in every vital way! New economy with the famous Meter-Miser. New Meat-Tender for keeping fresh meats. New Super-Moist Hydrators. Plus General Motors dependability and long life! Yet it costs no more than ordinary "first-line" refrigerators! See Frigidaire's other models, too—for every need and budget. Also new Frigidaire Electric Ranges and Water Heaters. Every one a great General Motors Value!

FRIGIDAIRE DIVISION

General Motors Sales Corporation, Dayton, Ohio.



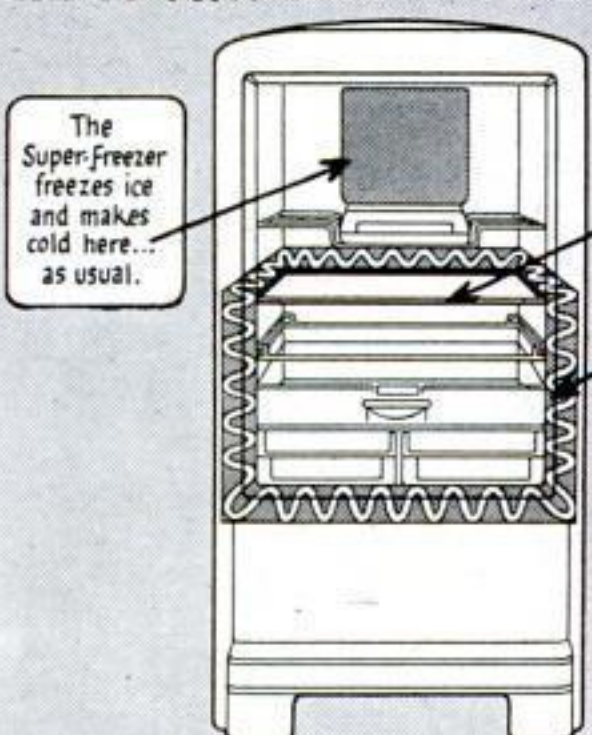
**CUTS CURRENT COST TO THE BONE...** Simplest Refrigerating Mechanism Ever Built—and when parts aren't there, they just can't use current or wear. Completely sealed. 5-Year Protection Plan, backed by General Motors.



**ONLY FRIGIDAIRE HAS QUICKUBE TRAYS**

*Imitated but never equalled*—because they're 1. *Easier to use*—just lift one lever and cubes are free, two or a trayful. 2. *Built Sturdier*—to stand hard, constant service. 3. *Faster Freezing*—made of heavy gauge metal in every part. 4. *Better Looking*—styled trim and modern. Compare—and you'll want only genuine FRIGIDAIRE QUICKUBE TRAYS.

### HOW AMAZING "COLD-WALL" PRINCIPLE WORKS



The Super-Freezer freezes ice and makes cold here... as usual.

#### NOW FOR THE FIRST TIME

① THE NEW "DEW-FRESH SEAL"—A SOLID GLASS PARTITION—DIVIDES THE CABINET INTO 2 COMPARTMENTS.

and  
 ② THE LOWER COMPARTMENT IS REFRIGERATED DIRECTLY THROUGH THE WALLS BY CONCEALED REFRIGERATING COILS.

This provides all 3 essentials for keeping foods vitally fresh longer than ever before! 1. Uniform Low Temperatures. 2. 85 to 100% Humidity. 3. No Moisture-Robbing Air Circulation. All without adding a single moving part! AND ONLY FRIGIDAIRE HAS IT!

*See a "Cold-Wall" Demonstration at your nearest Frigidaire Dealer's*

# FRIGIDAIRE WITH THE METER-MISER





"To keep teeth sparkling I like Calox Tooth Powder... a pleasant refreshing dentifrice always."

*Anne Shirley*  
Starred in RKO-Radio's  
"Sorority House"

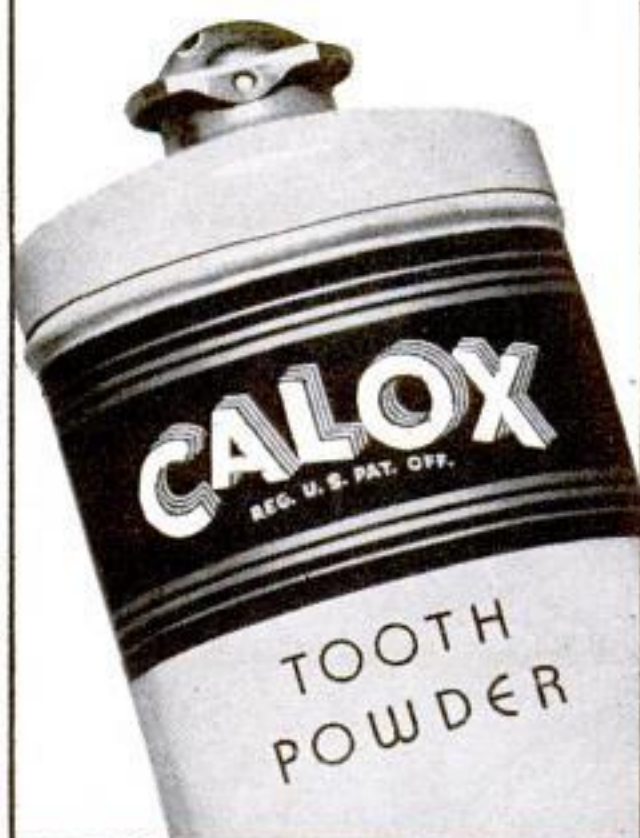
## For teeth that shine like the stars' use CALOX POWDER



Good Housekeeping Bureau  
approves Calox Tooth Powder

### 5 Reasons Why Thousands use Calox Tooth Powder

- 1 Calox brightens the natural lustre of the teeth.
- 2 Calox has a pleasant, refreshing taste.
- 3 Calox is always pure, smooth and safe.
- 4 Calox has been tested and approved by Good Housekeeping Bureau.
- 5 Calox, a powder, is economical—comes in three long-lasting sizes.



### Brighten your smile — add highlights to the natural lustre of your teeth!

Take a tip from Hollywood about lovely, radiant smiles: Use Calox Tooth Powder—the modern, pleasant-tasting dentifrice that helps protect the beautiful smile of Anne Shirley and scores of other screen stars. Calox—always pure, safe, wholesome, refreshing—is in daily use by thousands of people throughout the world.

#### Important to You

To give teeth a bright high polish without harm to precious enamel, five separate, tested ingredients are blended with prescription care in the laboratories of McKesson & Robbins, whose products have been prescribed for 106 years.

For teeth that shine like the stars' get Calox at any drug counter today. Three convenient, long-lasting sizes.

Copyright 1939 McKesson & Robbins, Inc.

### Solomon's Temple (continued)



Site of Temple, seen from Mount of Olives, is now occupied by Moslem Mosques. Archaeologists agree that not a stone remains upon a stone of any of the Jewish Temples, so thorough were legions of Roman Emperor Titus in effort to destroy Judaism.



Mosque of Omar, or "Dome of the Rock," was built by Moslems on the site of the Temple after they had captured Jerusalem. Mohammed's followers believe that he ascended to heaven from Temple site, which is now as sacred to Moslems as to Jews.



Wailing Wall, archaeologists agree, is the last standing fragment of the fortress wall of Solomon's Temple. Here devout Jews gather to read The Lamentations of Jeremiah, mourn the glorious past of their nation. Here also many Jew-Arab riots occur.



**"Now It's My Turn to Drive!"**



A General Motors Value

Model illustrated: Five-Passenger Four-Door Touring Sedan, \$1320\*

**T**HERE'S ONLY ONE ARGUMENT we ever hear about the new LaSalle. People argue over the privilege of taking the wheel!

And the reason for this is not far to seek. First of all, LaSalle is powered by a Cadillac V-8 engine—and that's the greatest thing you can say about *any* car. For over a quarter century, Cadillac engines have set the standard for the automotive world.

Five minutes in a new LaSalle will show you what this means. The power takes hold so easily that you're not even conscious of its application. The engine runs so quietly that

you can hear the soft ticking of the clock on the dash. And the instant you touch the accelerator, you're off like a flash.

And remember—when you have a great power plant like that, the *whole car* has to be built to match it. *Everything about LaSalle is built to the Cadillac standard.*

That's why LaSalle has such marvelous steering—such responsive brakes—such fine comfort and roadability.

You really get, for LaSalle's modest price, one of the finest cars it is possible to build.

It is undoubtedly the great motor car value of all time.

If you expect to pay above a thousand dollars for your next car, by all means go on up to LaSalle. You'll get much more for every dollar you invest.

And the best way to prove it is to go for a ride. Almost half the people who accept a LaSalle demonstration actually buy a LaSalle.

Why not see your dealer today? He will gladly place a LaSalle at your disposal—so you can drive out all the facts for yourself.

# La Salle

## \$1240

POWERED BY A *Cadillac V8 Engine*

**AND UP** \*delivered at Detroit, subject to change without notice. Transportation, state and local taxes (if any), optional equipment and accessories—extra.

Visit General Motors' Exhibits at the New York and San Francisco World's Fairs

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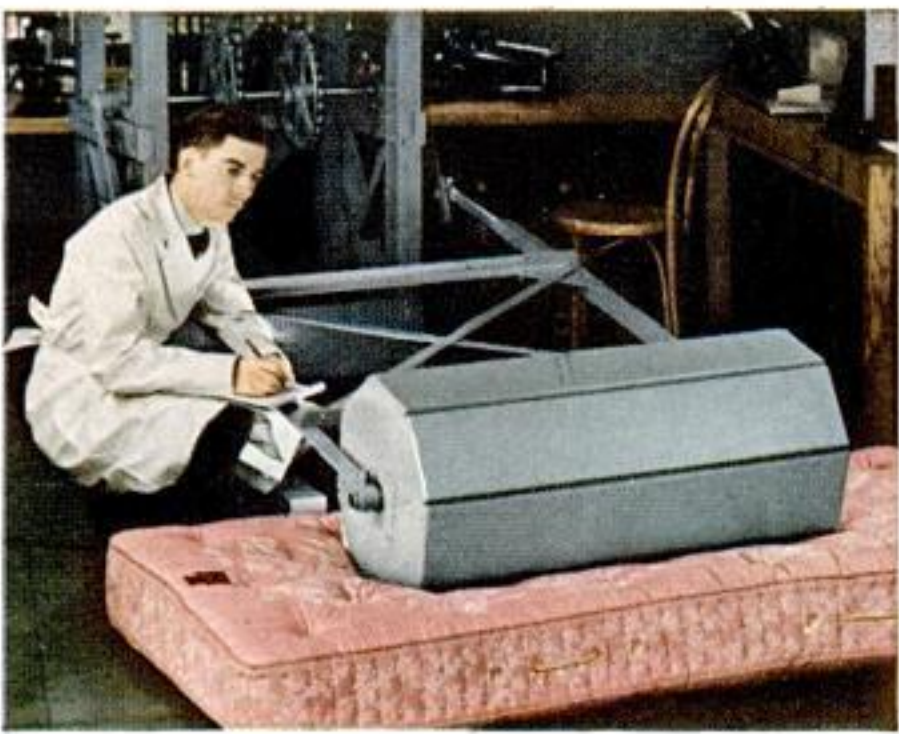
**Thrillingly luxurious comfort!** The most enjoyable moment of the day comes when you first crawl into bed and settle down on your NEW, deeper Beautyrest mattress! What a blissful sensation it is, just to lie there, letting your tired body surrender to the wonderful "feel" of this great mattress—a mattress that's even more comfortable than *any* one we ever made before! So softly does this NEW Beautyrest yield to your body that you

forget you have shoulders, elbows, hips, knees. Its gentle support relaxes you. You quickly drop off to sleep... to awake next morning, rested and refreshed!

Your most important investment in comfort can be your mattress. So compare this NEW Beautyrest with any other mattress. Remember, Beautyrest has many imitators. But *no other* mattress has ALL its advantages.

*Yes—the new, deeper Beautyrest  
is more comfortable than ever*

**—and it's guaranteed for twice as long!**

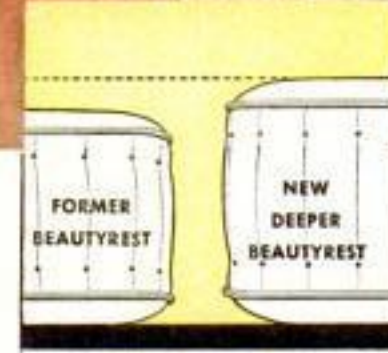
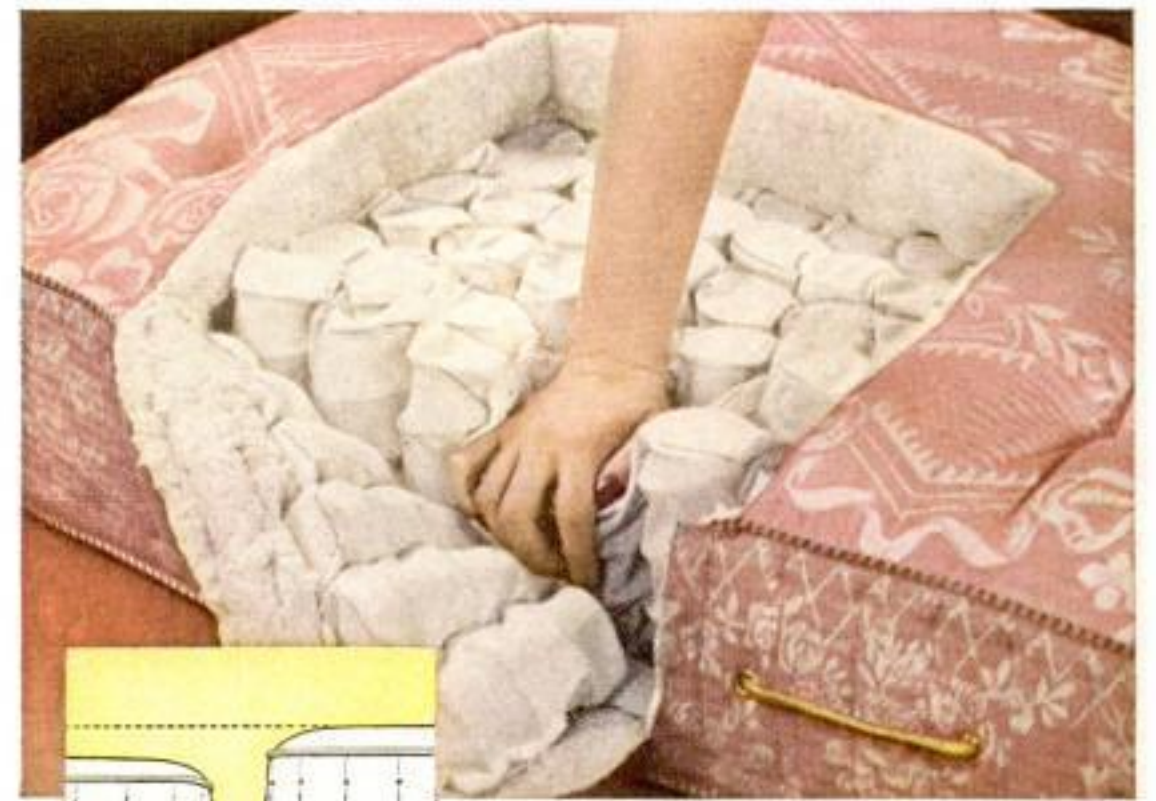


**Here's proof the new Beautyrest lasts longer!** We guarantee the new, deeper Beautyrest for 10 years... but we believe it will last far longer under normal use. At the United States Testing Co. laboratories at Hoboken, N. J., a Beautyrest was rolled, crushed, pounded 489,000 times before it showed any signs of wear. No other mattress tested stood up  $\frac{1}{3}$  as long!



**No need to turn this new Beautyrest as often!** You don't have to turn your Beautyrest nearly as often... because its independent spring action keeps it from getting out of shape, and because it stays clean inside. Turn it according to your usual custom the first several months until the felt padding has "leveled." After that, turn it only four or five times a year. Think of the labor that saves!

*New, Deeper*  
**SIMMONS Beautyrest MATTRESS**  
"LUXURY COMFORT FOR A PENNY A NIGHT!"



**Why the new, deeper Beautyrest is more comfortable.** The *entire* new Beautyrest is deeper... not just extra padding. Each spring inside its soft cloth pocket is *deeper!* Each spring is separated from all others, and yields *independently* to the different weights of your feet, your hips, your body, your arms. So Beautyrest gives exactly the PROPER support to *every* part of your body. Most mattresses have springs that are all TIED TOGETHER by wire that *do not* yield independently... forming slopes and hollows.



**Extra comfort for a postage stamp a week!** With the new 10-year guarantee, the difference in price between the new Beautyrest and an ordinary mattress... is no more than the cost of mailing a letter a week... just a trifle when you consider the long years of luxurious comfort the Beautyrest gives you.

**Consider these points, too, when you buy a mattress!**

**You can't break down the edges!** Sit on them all you want, you won't break down Beautyrest's patented sag-proof edges! They keep the side walls erect and neat... bringing "mid-mattress" comfort to the very edges of the bed!

**Beautyrest stays clean inside!** Eight real ventilators in your New, deeper Beautyrest *expel* stale air from inside the mattress—and *inhale* clean, fresh air. So the Beautyrest stays dry and sanitary inside!

**Where comfort counts, it's Beautyrest!** Beautyrest is the symbol of comfort at leading hotels. The Biltmore in Los Angeles has Beautyrests.

**Get the new, deeper Beautyrest!** See it, today, at any leading furniture or department store. Test it... compare it with other mattresses. Notice the rich covering fabrics... see how beautifully Beautyrest "makes up."

This supremely comfortable, *new, deeper* Beautyrest costs only \$39.50... and easy-payment terms may be arranged.

**Don't be surprised** when you are shown other mattresses supposed to be "just as good." Just remember... there is only *ONE* Beautyrest! Look for this label when you buy your Beautyrest. Why buy something cheaper... when long years of *luxurious* comfort on a Beautyrest will cost you *only a fraction of a cent more a night!* See the Simmons Beautyrest Boxspring—designed for use with your Beautyrest mattress. Price \$39.50. Or get the Simmons Ace Coil Spring at \$19.75. Simmons Company, world's largest makers of quality mattresses, springs, studio couches—Merchandise Mart, Chicago, Illinois. New York—San Francisco—Atlanta.







LUCKY CHILD: BLONDE, DIMPLED, UNDER 6 AND A GIRL, SHE IS THE KIND OF CHILD MOST FOSTER PARENTS WANT. HERE SHE TAKES HER INTELLIGENCE TEST

# ADOPTING CHILDREN

## AMERICAN PARENTS FIND IT WORKS



GOING TO A NEW HOME

In the past 20 years, the U. S. has grown very conscious of the facts of child adoption. Today, with more children adopted than ever before, news of adopted children breaks daily in the press. With much fanfare movie stars, too busy to bear their own children, become foster mothers. The President and the Senate ponder the question of permitting 20,000 German refugee children to enter the country as foster children. The President's wife becomes the foster mother of a Spanish orphan by contributing \$9 a month for his support. And very quietly, all over

the country, a growing number of childless parents are discovering that the warm satisfaction of having a child is little diminished by the fact that the child was born to someone else.

There are in the U. S. today 250,000 dependent children who are orphans because their parents are dead or because they cannot support them. There are also in the U. S. probably 50,000 adults who are anxious to adopt a dependent child—one foster parent for every five children. And yet last year only 16,000 children were legally adopted. The unhappy paradox of child adoption today is that, with plenty of children available, the number of people willing to adopt a child is greater than the number of children adopted.

Many of these 250,000 dependent children are not legally adoptable. Half of them will eventually be reclaimed by parents, and even when the family ties

are more apparent than real, they must be respected. Other children are not adoptable because of religion or legal red tape.

Today the American Family is breaking up. The Family as a unit no longer takes care of its dependent, whether old or young, so quickly and willingly as it once did. Once, when a child was orphaned, he was taken in by relatives. This comfortable custom is slowly passing. Dependent children must rely more and more on public agencies to place them in homes. There are at least 40,000 dependent youngsters who are potential foster children. They are not adopted because the mechanism for finding children for parents and parents for children is not adequate for the changing times. There are more orphanages than adoptive agencies and most orphanages are necessarily more concerned with supporting children on the premises than with finding homes for them.









## ADOPTING CHILDREN (continued)

# THESE CHILDREN ARE THE KIND PARENTS CAN ADOPT

The children at left are the kind which foster parents can adopt. They are gay, charming, intelligent. But you, as a foster parent, would probably pass most of them by. Most of them are too old. For a dependent child, old age begins at 6. Once past that age, a child's chance of adoption is slim. Foster parents want young babies they can cuddle and mold. They are afraid that older children will be hard to fit into their lives. But an older child's more developed personality makes it simpler to determine if it is the kind the parent would want.

All but two or three of these dependent children live in institutions. The exceptions are better off.

They are boarded out to foster homes where they are treated as individuals. Next to adoption, boarding out is best for dependent children. The happy trend today is toward shutting down orphanages, using their funds to support children in foster homes.

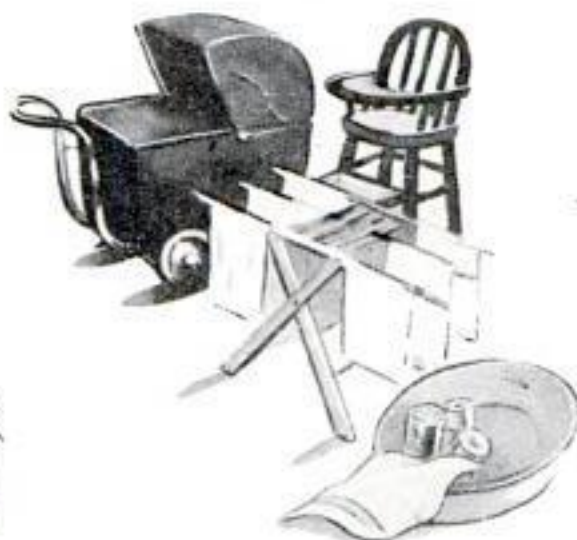
Once parents have adopted a child, they worry over telling the child that it has been adopted. All children should be told. To make it simpler, Valentina P. Wasson has written *The Chosen Baby* (Car-rick & Evans) which a foster child can read for him-self. Its illustrations, shown below, tell how a child today is adopted. Like the Wife of her story, Mrs. Wasson herself has a foster son and daughter.



1  
"A Man and his Wife had no babies of their own. One day they said: 'Let us adopt a baby as our own.'"



3  
"A little later a lady from the home came and looked over the house where the Man and his Wife lived."



5  
"That same day, the Wife went to a shop and bought all the clothes and all the things that babies need."



7  
"One day the Man and his Wife said to each other: 'It would be good for Peter to have a baby sister.'"



2  
"They called up a home and said: 'We wish to find a baby who would like to have a mother and father.'"



4  
"One day, the Man and his Wife hurried to the home. A lovely, fat rosy baby boy smiled and gurgled."



6  
"All of his new uncles and aunts and grandfather and grandmother thought Peter was a lovely baby."



8  
"A lovely baby girl came home and the Man and his Wife and Peter and Mary are all happy together."



## HE MADE IT FASHIONABLE

In 1914, a well-bred 4-year-old boy was found deserted on the steps of St. Patrick's Cathedral on Fifth Avenue. He told imaginative stories about his past but a nationwide search failed to find his home and parents. Next year he was adopted by Mrs. Finley Jay Shepard, who was Helen Gould until she married at 45. The adoption of a famous foundling by a rich, famous woman created a great stir. It made adoption fashionable, gave the movement tremendous impetus.



"Boy with the Missing Past" was name given foundling by newspapers, which printed reams about him.



Pictures of him dressed in different kinds of clothing were published in an attempt to identify him.



As Finley Jay Shepard Jr., the son of Jay Gould's daughter, he was given all care money could buy.



He married Ann Sheldon (1933) after graduating from Brown, being arrested twice for escapades.



Today an inventor, Finley Shepard works on photoelectric cells. His foster mother, who adopted two other children as well, died last January. With them, Finley inherits a very comfortable fortune.



Richest orphan's home in America is Girard College in Philadelphia, founded by Merchant-Banker Stephen Girard who was one of the richest Americans of his time. When he died in 1831, Girard left \$6,000,000 to care for and educate fatherless boys. His bequest has since grown to \$87,000,000 giving Girard an endowment exceeded among colleges only by Harvard and Yale. The income from this fortune supports 1,700 boys, age 6 to 18, in very fine fashion. They live in comfortable dormitories, wash their hands at

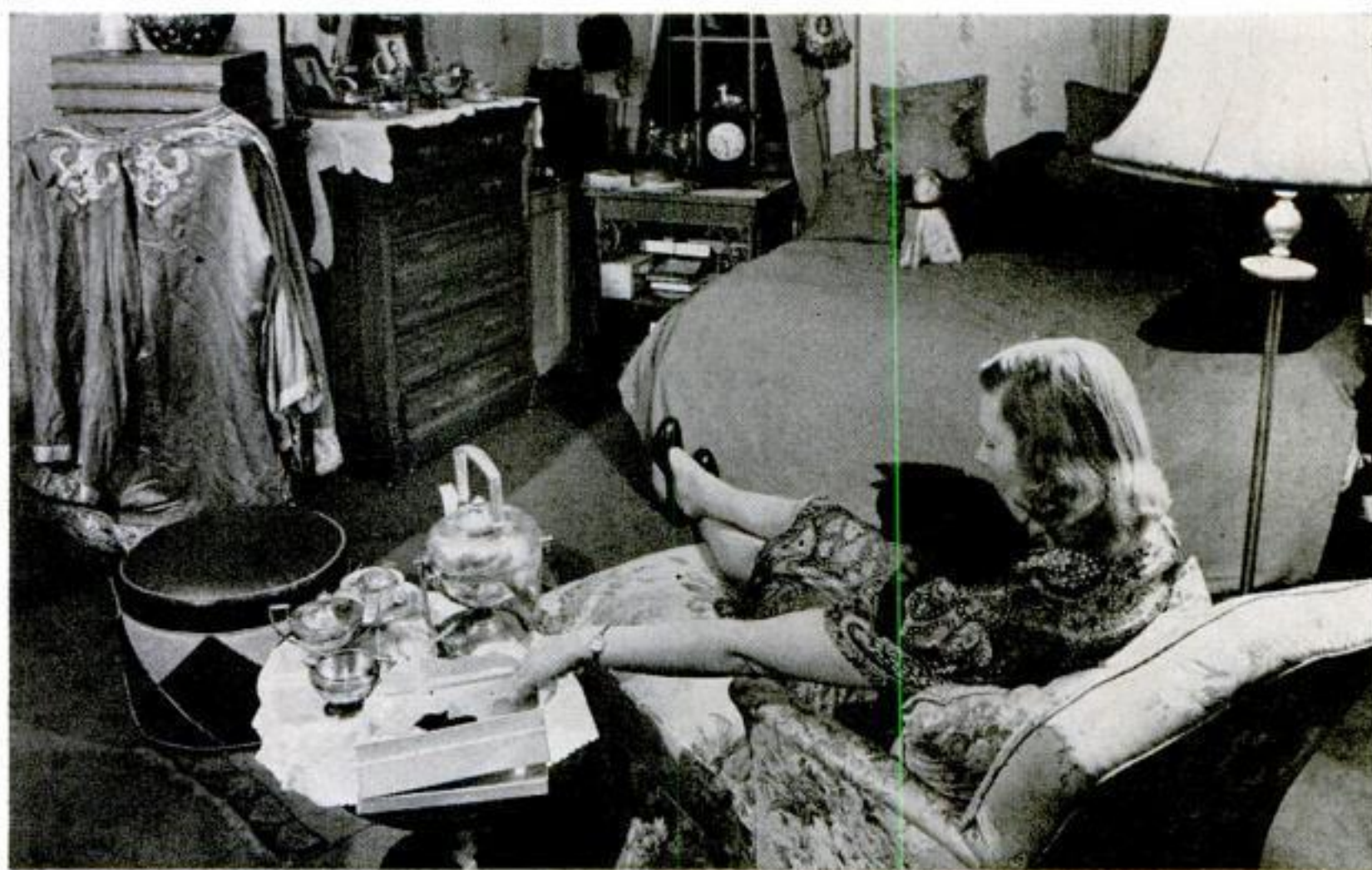




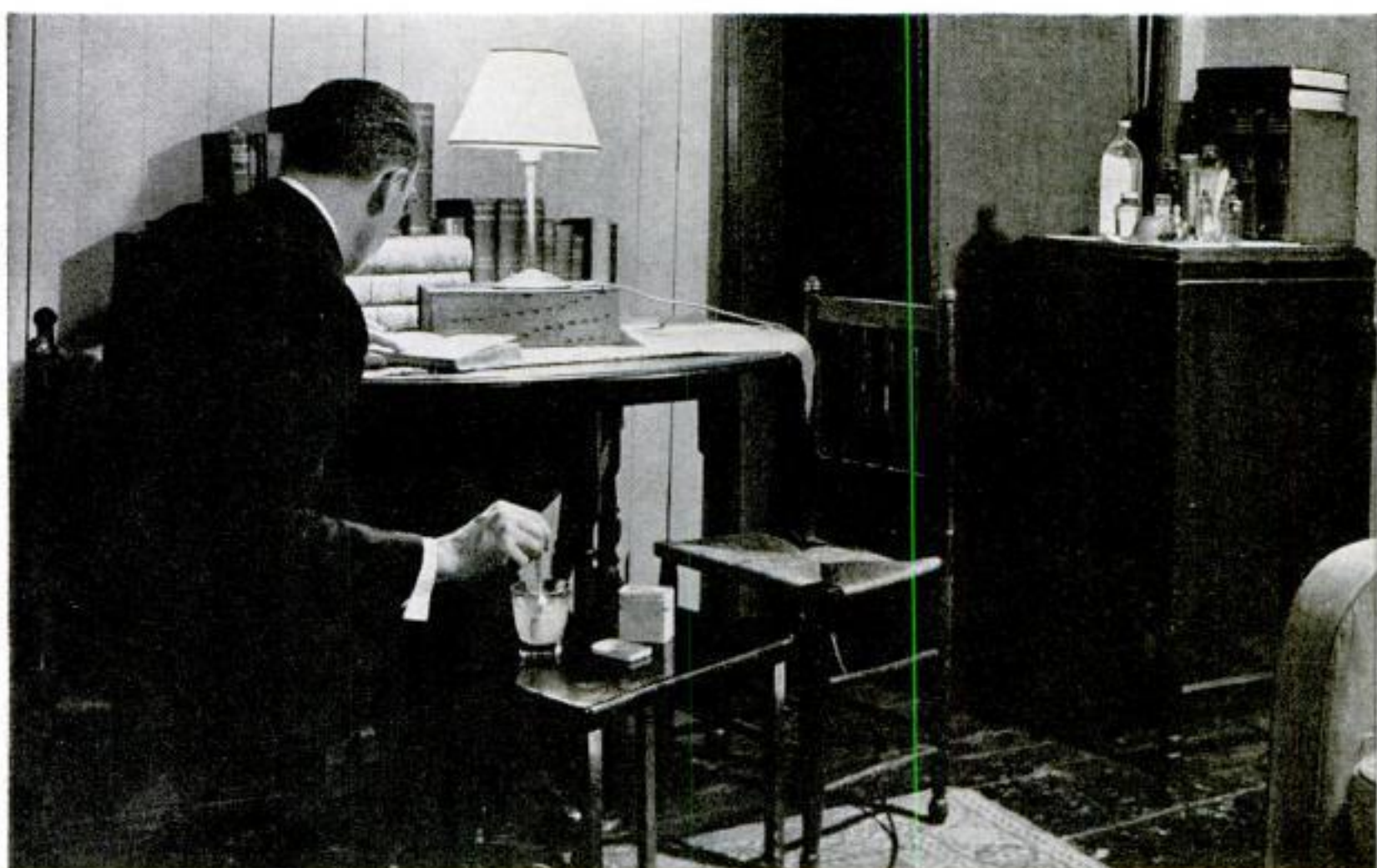
masse in glistening bathrooms. They are taught trades and crafts or, if they are judged able, trained for college. By the will of its free-thinking founder, no cleric is ever permitted inside Girard but religious services and discussions are conducted by lay preachers. Well-run as it is, Girard is still condemned by some social workers as an institution whose endowment could be much better used to place dependent children in foster homes. Everyone admits that a good home is better for a child than even the best institution.

## PARENTS TOO ARE CHOSEN

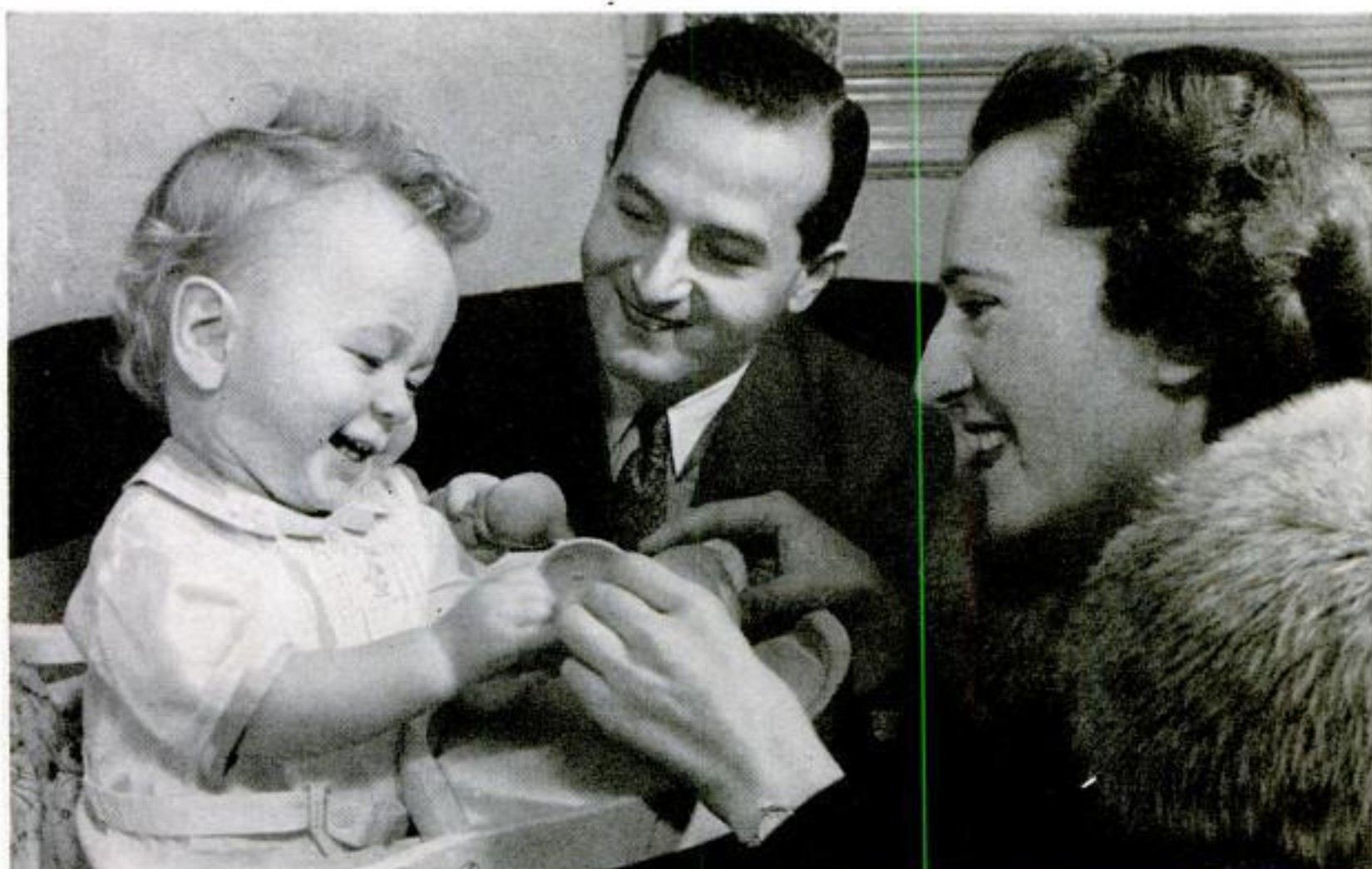
A couple doesn't just go to an adoption agency, ask for a child and walk away with one. They are carefully investigated. Their past and present, their financial status and temperaments are scrutinized, their house is gone over to see if it is a good place for a child, to see what it reveals about the parents' character. Those below reveal plenty. More than anything else, the adoption agency wants to know if the parents' desire for a child is great enough to make them cherish it.



**A bad foster mother** is revealed in this young lady's home. She is untidy, self-indulgent, unmarried, has cramped quarters and lavishes her affection on animals. All these add up to a poor prospect.



**A poor foster father** reveals himself by his quarters. This one is a fussy, pedantic bachelor whose many medicines indicate that he is either a nervous hypochondriac or a sick man, either of which is bad.



**Good parents** should make a child happy, get happiness themselves from a child. This couple scores high. Married couples must show that they get on well with each other before they may adopt a child.

CONTINUED ON NEXT PAGE



# FAMOUS FOSTER PARENTS SET A GOOD EXAMPLE

Nothing does more to get people interested in adopting a child than the successful example of other foster parents. In her day, Mrs. Finley Shepard made adoption fashionable. In our times, the fashion is set by movie, radio and theater stars whose publicized happiness with foster children is a fine advertisement for the virtues of adoption.

Four out of five adoptions work very successfully both for the parents and for the child—a record at least as good as found in natural families. When children are placed through agencies, whose procedure is very thorough, the adoptions work almost twice as well as those in which a friend or relative's child is adopted, or one is haphazardly sought. Though the

work of agencies is growing, only 6,000 of the 16,000 children adopted last year were placed through them. Agencies take great care in matching up parents and children. They give the child complete physical and mental tests, such as the blonde little girl on page 57 is taking, and make known its entire background, but not its identity, to the parents.

Parents, however, are often hard to please. They want children who resemble them, often try to get a child which looks like both the mother and father at the same time. Negro parents always want a child whose skin is their shade. Although most natural parents usually want a boy for their first-born, foster parents curiously enough prefer girls. There is usually a rush to adopt children before Christmas, most people not realizing that it usually takes months before an agency finds the right child for the right parents. Agencies have to argue violently with elderly couples who want to adopt young babies instead of children as old as their own children would be.

Most foster parents are from 30 to 40 years old. Three out of five are not related to the children they adopt. Three out of five babies adopted are illegitimate. But people usually shy away from adopting an illegitimate child to whom they are related. Many

people still consider adoption a thing to be done secretly, hiding the fact from friends as though it were some shame. One curious fact about adoption is that, by adopting a child, some childless couples have cured themselves of sterility which was only psychological. To their great delight, they have been able after adoption to bear children of their own.

Once legally adopted, a child has virtually all the rights and privileges one's own child has. But before some adoptions are formally approved, the child is kept in a foster home for six to twelve months while the agency checks up to see if the arrangement is proving successful. If not, the child is withdrawn.

Adoption as a recognized custom stretches far back through civilization. Moses was a famous adopted child. Until the last century, one form of adoption practiced was "indenture" by which a dependent child was bound out to a family to work for its living until it came of age. A much abused practice, indenture often crippled children by overwork. Modern adoption standards came to the U. S. in 1851, when Massachusetts passed model laws. Until 1920, adoption procedure was loosely administered. But in the past two decades, most States have passed laws which make adoption a safer and a happier thing.



Governor Lehman of N. Y. has three adopted children, shown at 22-year-old Peter's wedding. Right to left: Governor Lehman, Mrs. Lehman, their children Hilda, Peter, John, an usher.



Gracie Allen and George Burns adopted Sandra Jean, 4½, two years ago. Next year, they wanted a boy who looked enough like Sandra to be her brother. In Ronald, 3½, they found one.



Mayor LaGuardia of New York adopted two children in 1934. Jean is now 10, Eric is 8.



Miriam Hopkins' Michael came from the Cradle, famed Evanston, Ill., adoption home.



The Fredric Marches have adopted a 6-year-old girl, Penelope, a 5-year-old boy, Anthony.



Ruby Keeler is Irish, Al Jolson is Jewish. Their adopted son is half Jewish, half Irish.





**Helen Hayes** had her "act of God" baby in 1930. Recently, she and her husband, Charles MacArthur, felt their child

should have a brother. In March they adopted James Gordon (*above with foster family*). Some psychologists advise

against mixing one's own and adopted children but many say it is better to adopt a second child than have an only child.



## SHORT-WAVE RADIO WAR USES A NEW KIND OF GEOGRAPHY

The shortest route from New York to Manila is not across Mexico and the Pacific. It lies across Alaska and Siberia. If you do not believe this, take a string and measure out the distance on a globe. Or look at the map below. It is an azimuthal map, made by taking New York as

the center of the world, plotting the rest of the world in terms of the shortest distances from New York. On a sphere the shortest distance between two points is a so-called "great circle." This map is projected so that a straight line between New York and any other point is the great-circle distance.

This is the kind of map short-wave radio broadcasters use. Short waves are sent along a focused beam. The narrower the beam, the more power along its length. The azimuthal maps on opposite page, prepared by Harold Churchill, show

problems U. S. and German broadcasters meet.

The battle among nations to barrage foreign lands with short-wave radio propaganda is waged with growing fierceness. To America's radio artillery, two new big guns have just been added. Near Oakland, Calif., the General Electric Co. has opened a station whose short waves are searching out the sets of the Orient with American programs. In Bound Brook, N. J., the National Broadcasting Co. is finishing a station which delivers to South America the strongest signals ever sent from the U. S.

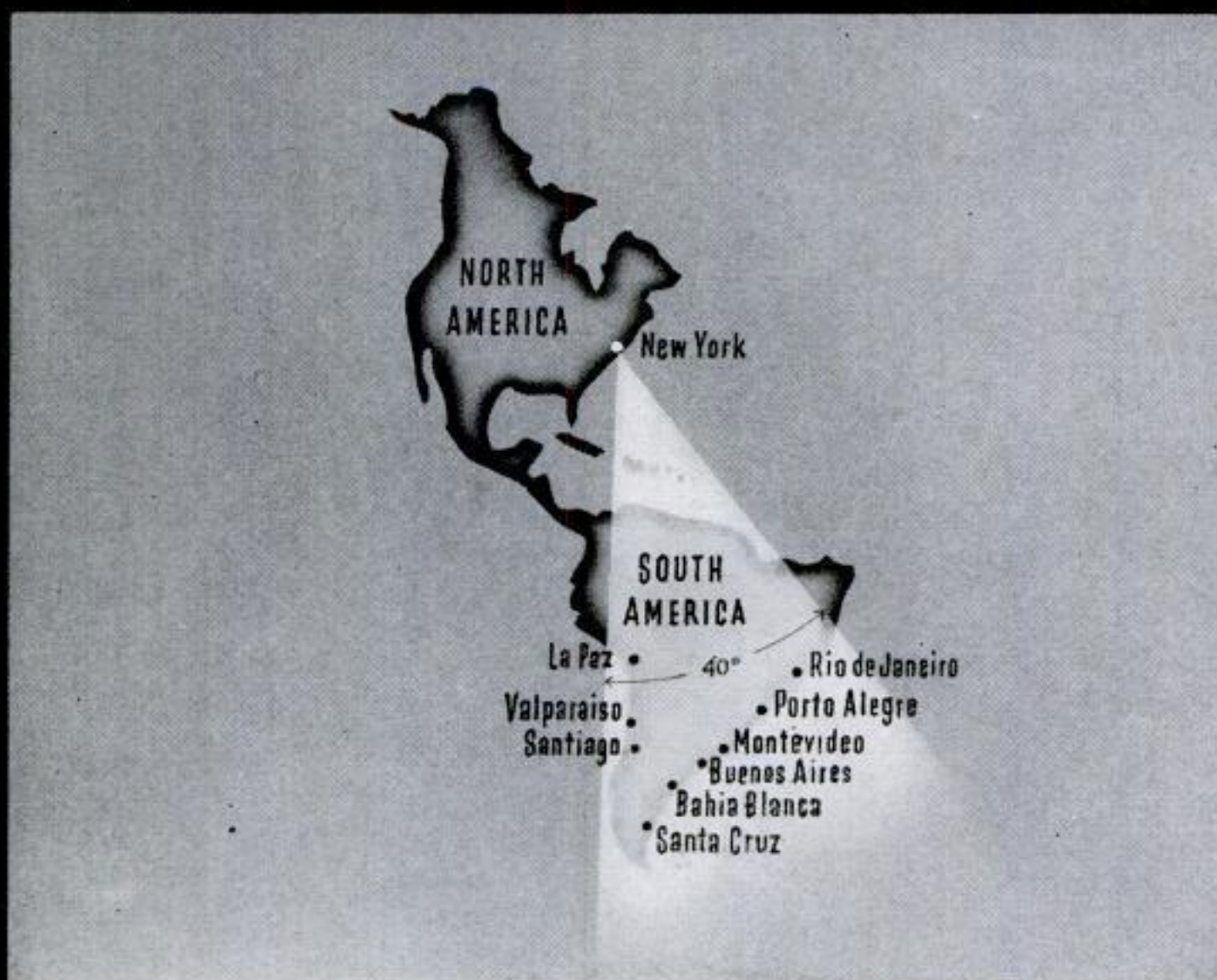


With New York as center, azimuthal map presents a strange view of the world. It shows

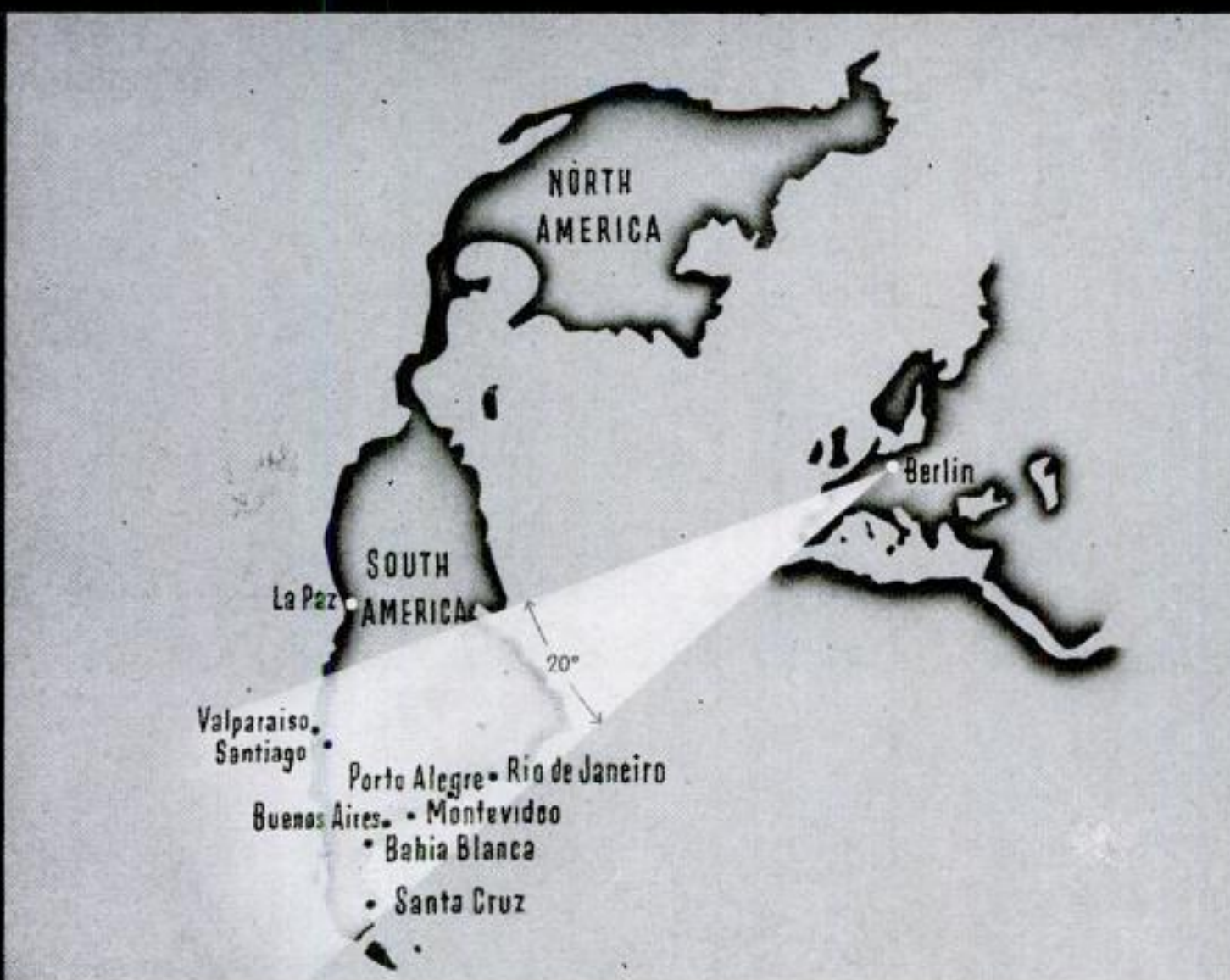
that the shortest route from New York to Singapore is across the North Pole. Every place on

earth has its own azimuthal map. This is accurate in distance and location from New York.





**South America from New York** is broad. Short-wave beam covering its biggest cities must be  $40^\circ$  wide. Aimed for the south, beam misses northern half of the continent.



**South America from Berlin** is a narrow land, reached with  $20^\circ$  beams. Needing only half a U. S. station's power, Berlin has great advantage broadcasting to South America.



**Europe from New York** is covered with a narrow beam which reaches important capitals. Because of language differences no single program can usefully cover this area.



**America from Berlin** presents a more difficult problem. To cover the whole U. S., the beam must spray out at  $40^\circ$ . To reach both East and West coasts, two stations are needed.



**The Orient from San Francisco** is over water, better than land for short-wave travel. Programs are strongest along the beam, but can be heard hundreds of miles off beam.



**The Orient from Berlin** is a tough problem, needing a  $50^\circ$  beam. No foreign short-wave broadcasts to Japan are of any use as Japanese are not permitted to own short-wave sets.





AT 23, CHIPS IS IDEALISTIC



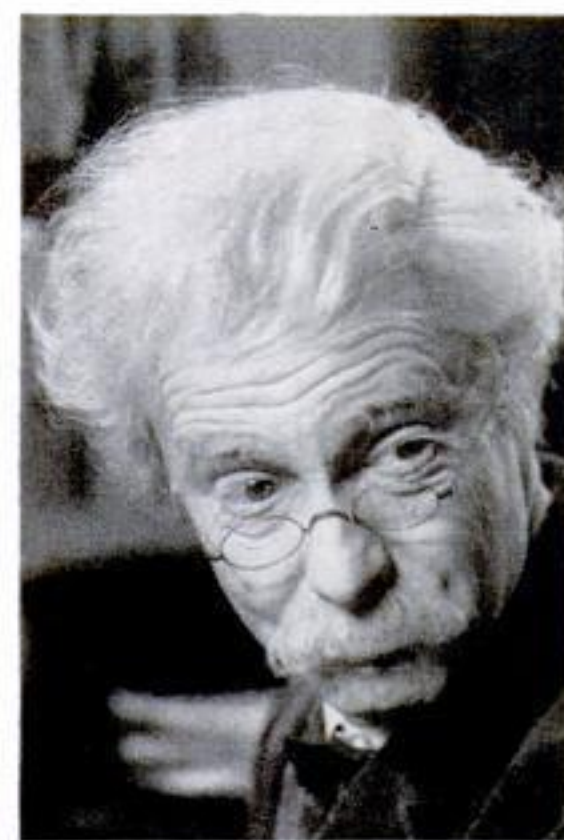
BY 40, HE GROWS QUIZZICAL



A WIDOWER, CHIPS AGES FAST



HE GETS WHITE AND CROTCHEY



OLD AGE MAKES HIM MELLOW

## Goodbye, Mr. Chips

An English schoolmaster grows old

In 1933 James Hilton, whose father was an elderly English schoolmaster, wrote a novel about the life of an elderly English schoolmaster, called it *Goodbye, Mr. Chips*. Short, sad and highly sentimental, it made little impression in America until Alexander Woolcott boosted it roundly on the radio. To the surprise of its publishers and the displeasure of admirers of realism, gentle little *Goodbye, Mr. Chips* then developed into a smashing best-seller.

Movie version of *Goodbye, Mr. Chips* was directed by Sam Wood, heretofore a specialist in Marx Brothers' comedies, and was made at Metro-Gold-

wyn-Mayer's studio at Denham, England. Model for the movie's Brookfield School was 382-year-old Repton, which collaborated handsomely. Two hundred Repton boys gave up a week of their holiday to function as extras.

Story of *Goodbye, Mr. Chips* is merely a lifelong record of its hero's quietly eventful years at Brookfield, his deep love for the school and the school's for him. As Mr. Chips, Robert Donat, last seen in *The Citadel* (LIFE, Nov. 7), ages 60 years in the course of the action. He acts his fat part with skill and dexterity, grows old fast but gracefully (see above).



Repton boys pitched their bowler hats in the air when they learned that their school would serve as movie background

and that they could be extras. In *Goodbye, Mr. Chips* they are seen playing games, answering roll calls, "ragging"

each other and their masters. Their presence gives the picture authenticity while cutting down production costs.

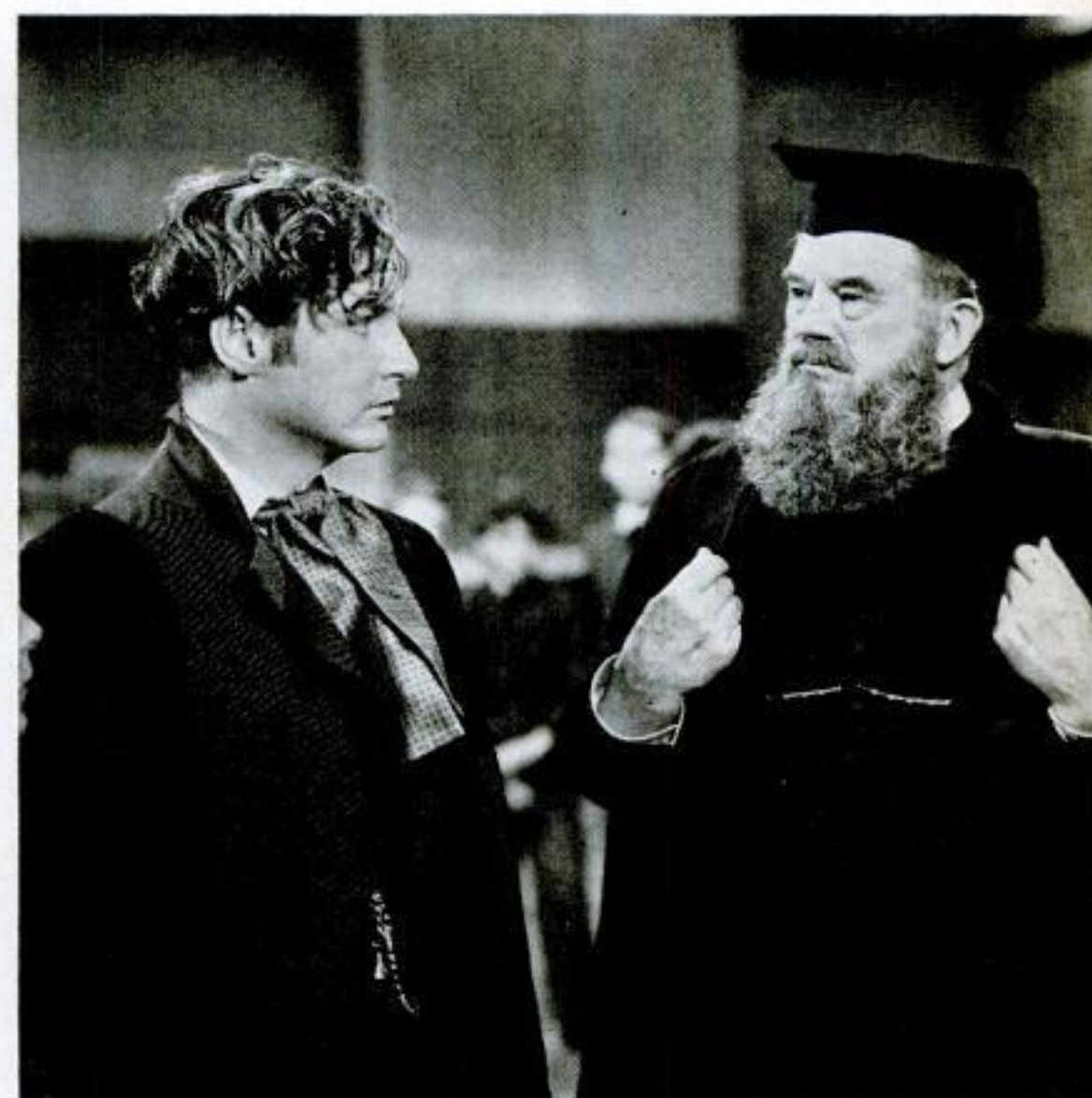




**1** On his way to Brookfield for the first time, in 1870, Chips is nervous as a "stinker" (new boy).



**2** Assigned to preside over lower-school study hall, he fails miserably to keep order. Boys knock off his cap, disarrange his gown and enjoy a juvenile riot.



**3** When the headmaster arrives to quiet the uproar, he promises the school a wholesale caning, gives Chips a private reprimand.



**4** An important match with Sedbury is lost when Chips punishes team's star player. This helps to maintain discipline but makes boys and even other masters hate him.



**5** On a trip to Austria, Chips meets a pretty English girl. To his own amazement, he falls in love and marries her.



**6** Chips's Kathie (Greer Garson) charms school, makes a man of Chips, later dies in childbirth.



**7** After Kathie's tragic death Chips keeps up her gracious customs. A new generation at Brookfield finds him a lovable, crotchety school character.



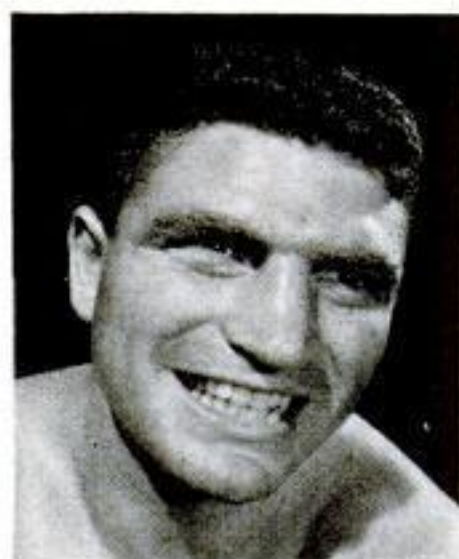
**8** The headmaster urges Chips to retire. Chips finally does, but when the headmaster goes to war, Chips returns triumphantly to run the school.



**9** Boy, whose grandfather Chips taught, is last visitor to say "Goodbye, Mr. Chips."



## PRIZEFIGHTER TRAINS BY YOGA METHODS



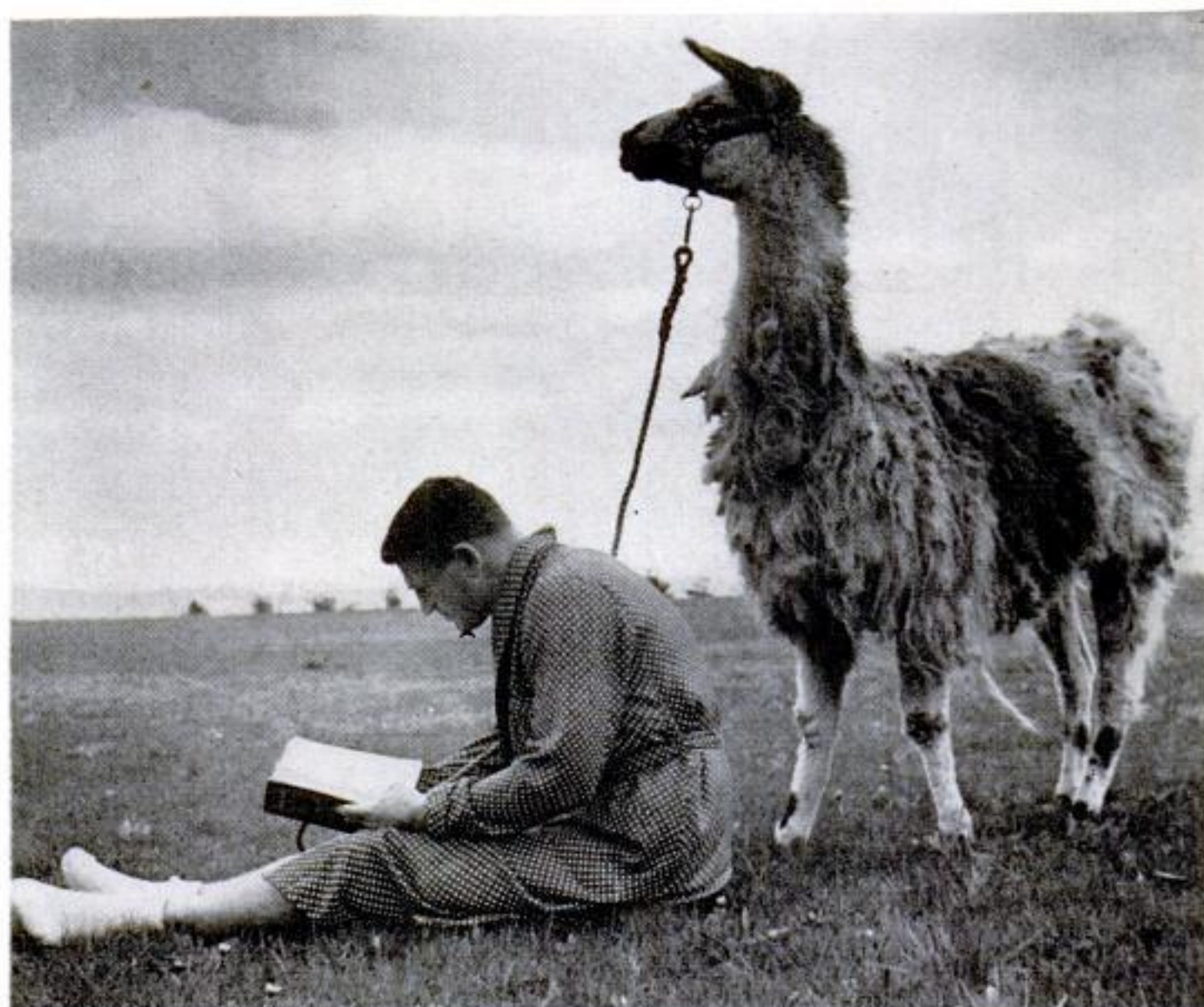
LOU NOVA

Prizefighters have been known to train in curious ways, in barrooms, on beer, with movies. But no fighter in ring history ever before trained by sitting like a Hindu philosopher at the feet of a yogi and learning to control his stomach muscles.

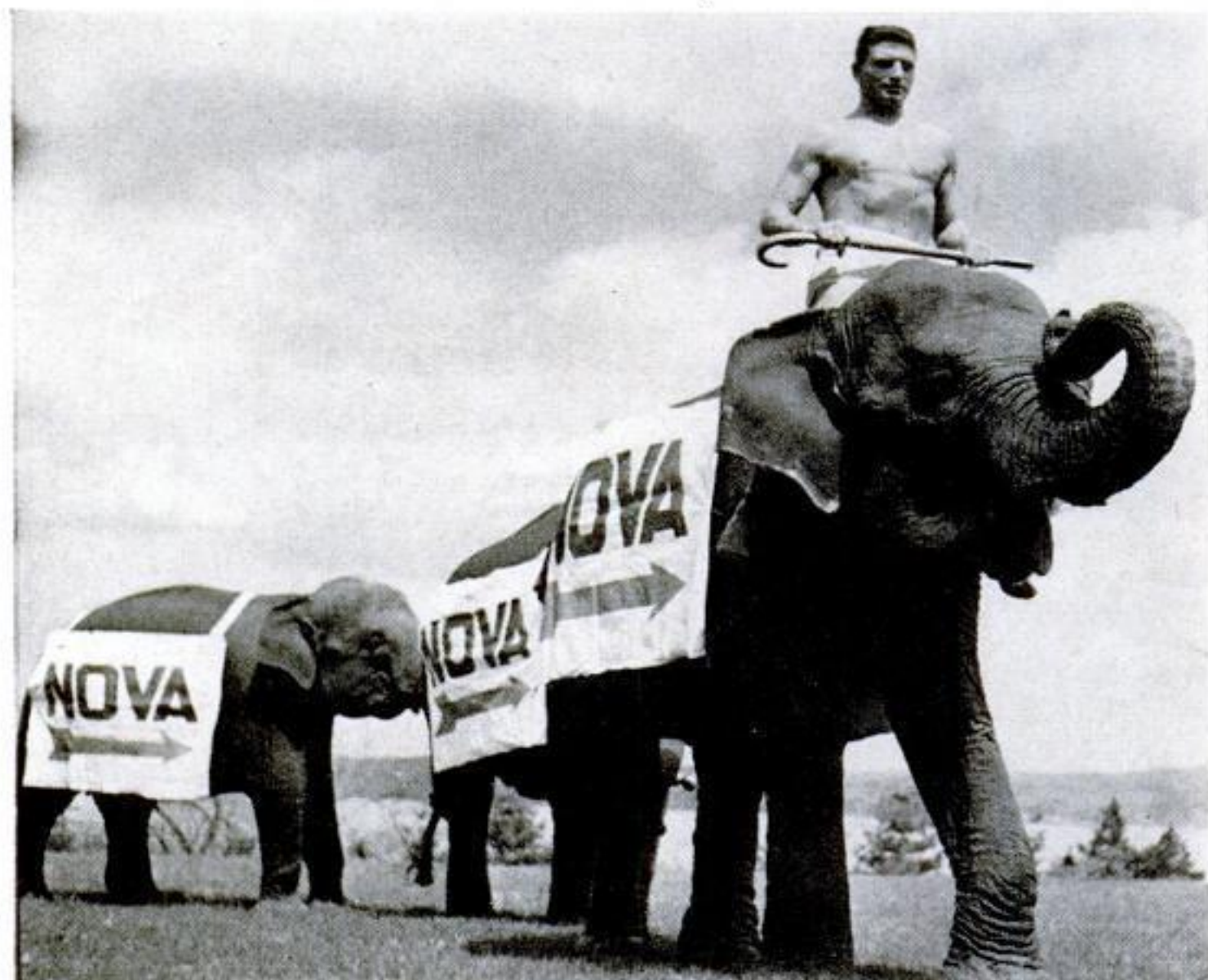
The scene on opposite page shows this pugilistic event. On the dais is Dr. Pierre Bernard, a disciple of yoga, who is known as Oom the Omnipotent. With him is Lou Nova, son of a violinist and son-in-law of a botany professor, who is now a white hope of heavy-weight boxing. Lou has won all but one of his 26 professional fights, and has a wonderful left hook. On June 1, he fights Max Baer, former cham-

pion. Baer is a sucker for a left hook. If Nova beats Baer he will meet Joe Louis.

To train for his fight, Nova went to the Clarkstown Country Club, in Rockland County, N.Y. The Club is owned by Dr. Bernard, who runs it as a health spa and is said to have effected miraculous cures by applying yoga exercises. He also is said to have run, in his past, mysterious love cults which were joined by rich women. Years ago, reporters gave him the name of Oom. But this Oom is a hard-headed businessman who heads a bank, a realty company, owns a baseball park and a small menagerie. In midst of menagerie and yoga, Lou Nova, who is a raw vegetable faddist, expects to gain strength and wisdom enough to beat Baer.



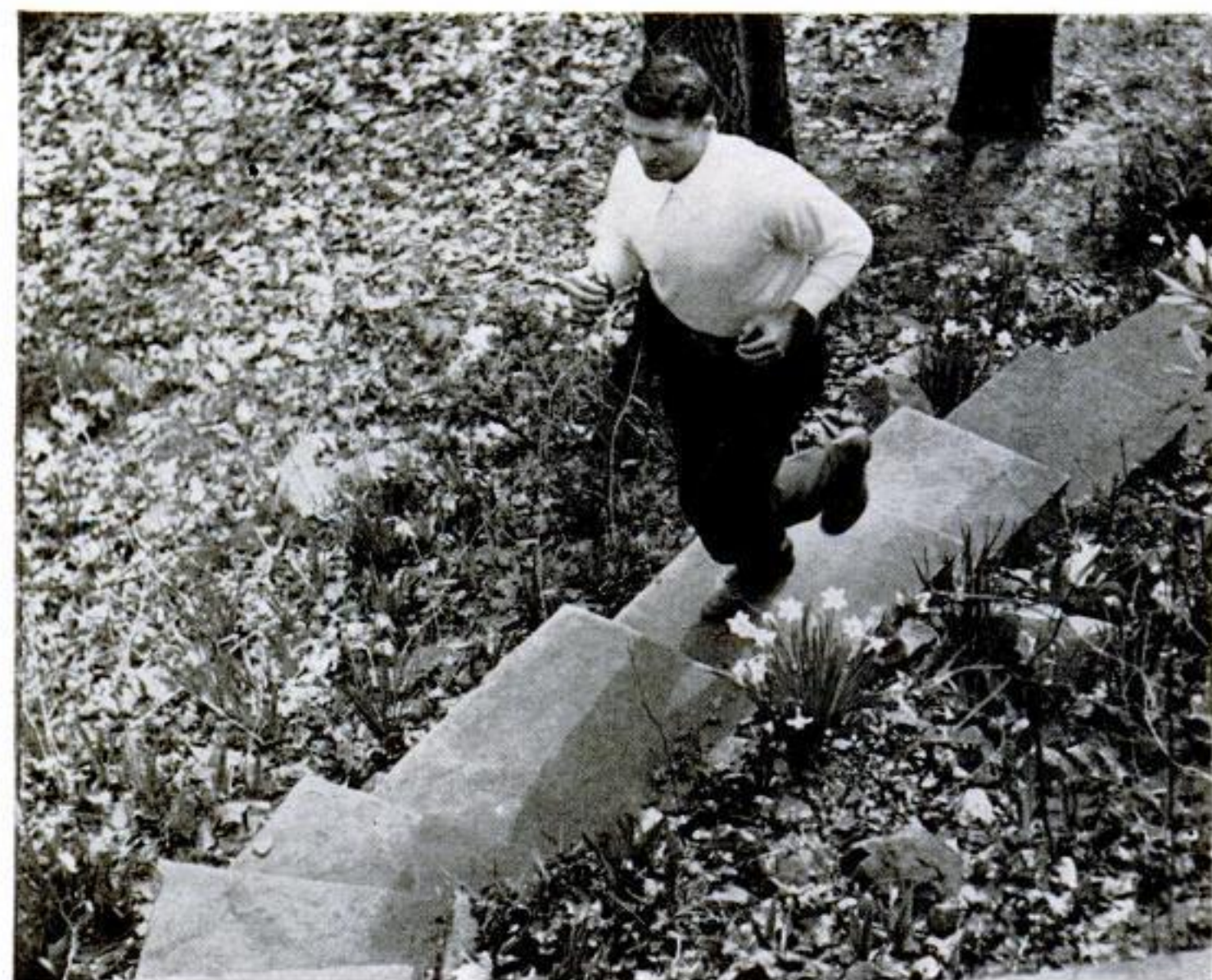
A bedraggled llama made friends with Nova, who studied at University of California. Oom menagerie also includes lion cub, dwarf stallion, eight monkeys, golden eagle and 28 cows.



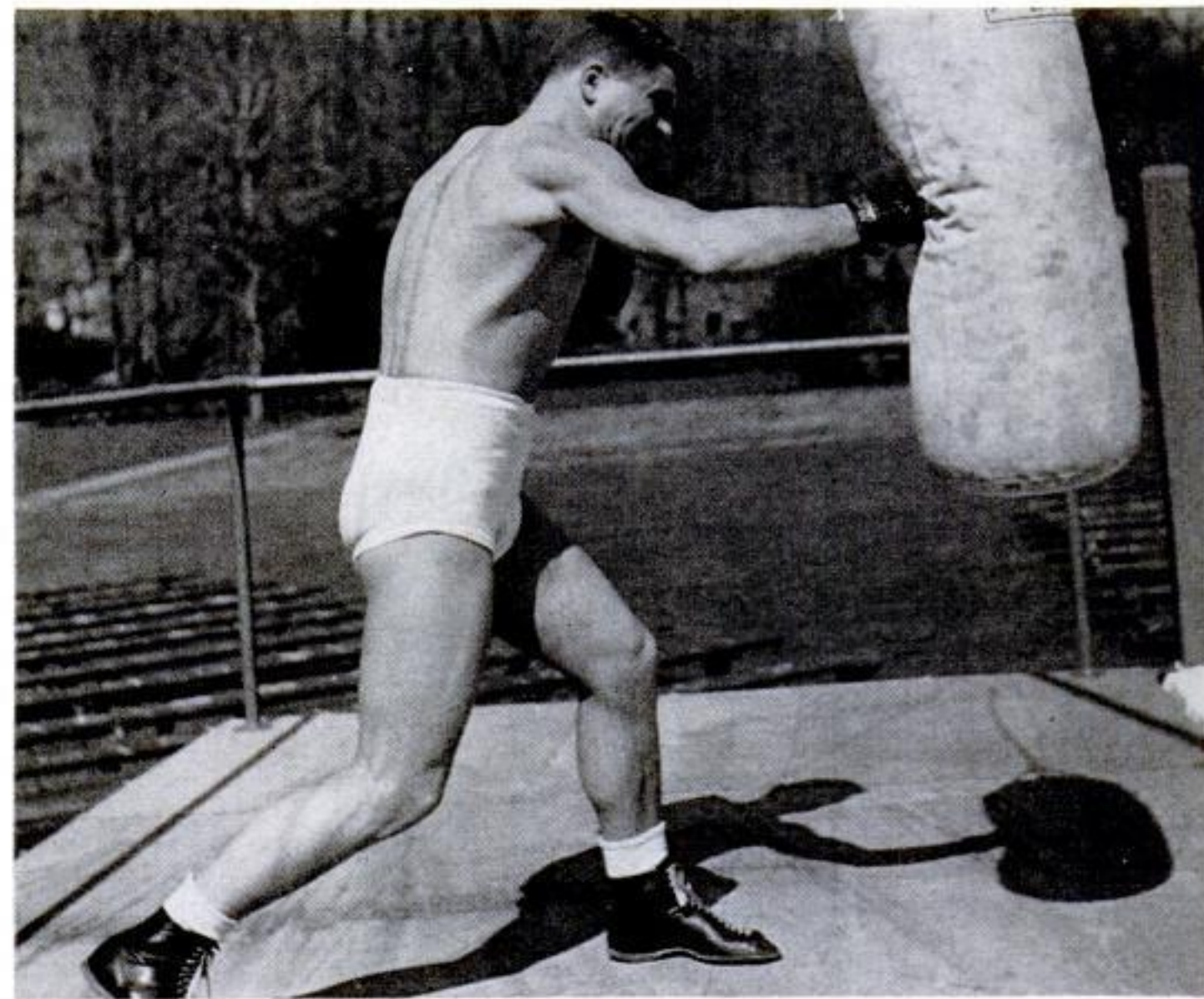
Herd of elephants, which is sometimes rented out to circuses, is included among the Clarkstown Country Club livestock. Prizefighter Nova rides on Babe, who was trained by Oom.



Tree climbing is favored as a training exercise by Dr. Bernard, whose establishment is often visited by traveling Hindus. One motto of the Club is "Know-Dare-Do-Keep Silent."

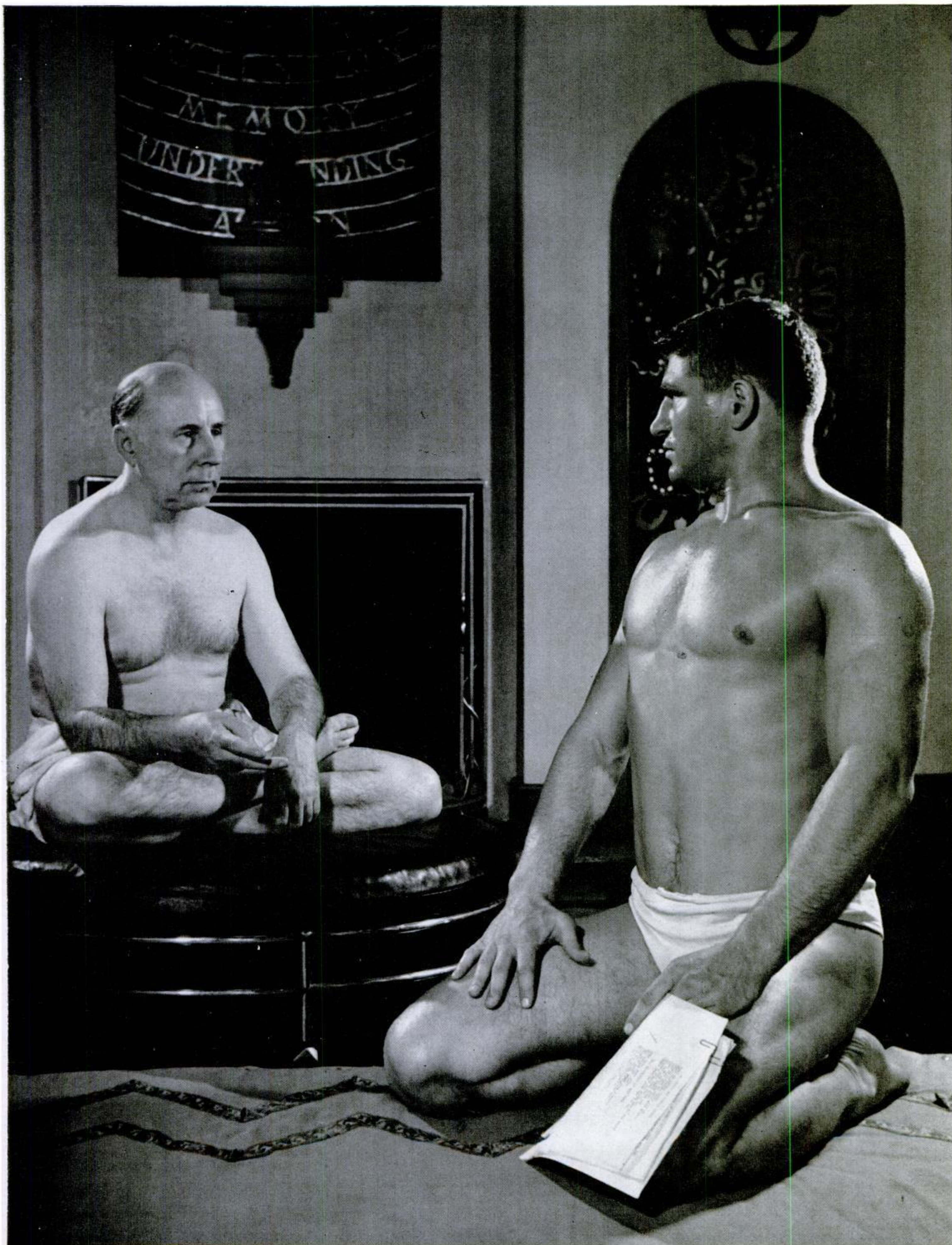


For roadwork, Nova runs miles every day on the Club's carefully landscaped grounds. Club property, overlooking the Hudson, comprises 300 acres and 37 buildings, valued at \$1,000,000.



Bag punching is done in a specially constructed ring. First fighter to train under Oom, Nova got title "Paramahansa" which roughly means "equally developed in mind and body."





**Yogi training** is given Nova by Oom, who sits in the yoga-sana position while his disciple assumes the vajrasana posi-

tion. The aim of a yogi is, through concentration, to get in direct touch with reality. Before this spiritual end can be

reached, a disciple must learn to control all of his muscles. Here, Nova is learning to control his stomach muscles.





**Britain's royal matriarchy** rides forth. To only one monarchy are women more important today than to England, where

there are two Queens (Mary and Elizabeth) and a Queen-to-be, Princess Elizabeth, 13. She is riding backwards with her

sister Princess Margaret Rose, 8. Queen Mary will take care of the Princesses while their parents visit Canada and U. S.



**Mary's parents** were the merry but impoverished Duke and Duchess of Teck. They called their baby "May-blossom."



**Her mother-in-law** was beautiful, willful Alexandra, wife of Edward VII. She set the styles of her day.



**Mary was loved** by Princes George (right) and Albert. Prankish George was called "Right Royal Pickle."



**A wasp waist** and a rosebud mouth gave Mary added beauty at 20 before she married Prince George (1893).



**Her children & Edward VII.** L. to r.: Edward VIII, the Duke of Gloucester, the Princess Royal, George VI.



# ROYAL MATRIARCH

When one son lost his crown, it was Queen Mary who kept the Dynasty on an even keel. With another son now on the throne, she remains the world's best symbol of royalty

by FREDERIC SONDERN JR.

During the coronation of King George and Queen Elizabeth, a London newspaper set up "cheermeters" to measure the volume of sound from the crowds at various points on the route of the royal procession. The microphone registered mechanically what was apparent to everyone. It was Queen Mary's show. Wherever the Queen Mother's coach passed, a roar burst from the densely packed throngs. They cheered the King and Queen, too, but not with that spontaneous shout that paid such deep tribute to the life and work of this remarkable woman who will go down in history with her husband as one of the most beloved monarchs of England.

"Go and ask your mother," the late King George used to say when one of his children came to him with a difficult question. "May" was always so sensible and would know best. And to his advisers His Majesty often remarked: "This is a matter on which I must have the Queen's advice." In the course of the evening, which the royal couple always spent together unless matters of State prevented—he with a detective thriller on his knee, she busy with her needlework—they would discuss the day's events. And "May's" opinions generally became the King's. His peppery temper never ruffled her. Calmly but firmly, she could always bring him around. At York Cottage once, the King was sitting near the fireplace after dinner with a group of men, the Queen with some ladies in a corner of the drawing room. His Majesty suggested that a window be opened. When the Queen demurred, he declared in a quarter-deck tone: "But it's so damned hot, my dear!" "If you took your feet out of the fireplace," she replied quietly, "and came and sat where I'm sitting, you'd feel as I do—damned cold!" The windows were not opened and seats were exchanged.

Queen Mary is no longer mistress of Buckingham Palace. The Ministers, who so carefully regulate the Royal Family's policies, and the Queen Mother herself have decided that she must step back to avoid interfering with the popularization of the new monarchs. She has carefully withdrawn from the limelight and her public appearances are rare. But to the average Briton, the Grand Old Lady of Marlborough House remains the stalwart of the realm. And "the

CONTINUED ON NEXT PAGE



The Queen Mother laughed heartily when Master John Kirshaw made this gallant bow before her at a recent ceremony. Today at 71, she is a happy woman who smiles more frequently than ever before.



"Mother of Monarchs," Queen Victoria (center), held a garden party for the family in 1900. George V held the present King (left of Victoria). Queen Mary sat third from the left with Edward (in white sailor suit) beside her. The following year George became heir to throne.



She had five boys by 1906. Left to right are Princess Royal and Princes Henry, George, Edward and Albert (the present King). Prince John was held in her arms. He died in 1919.

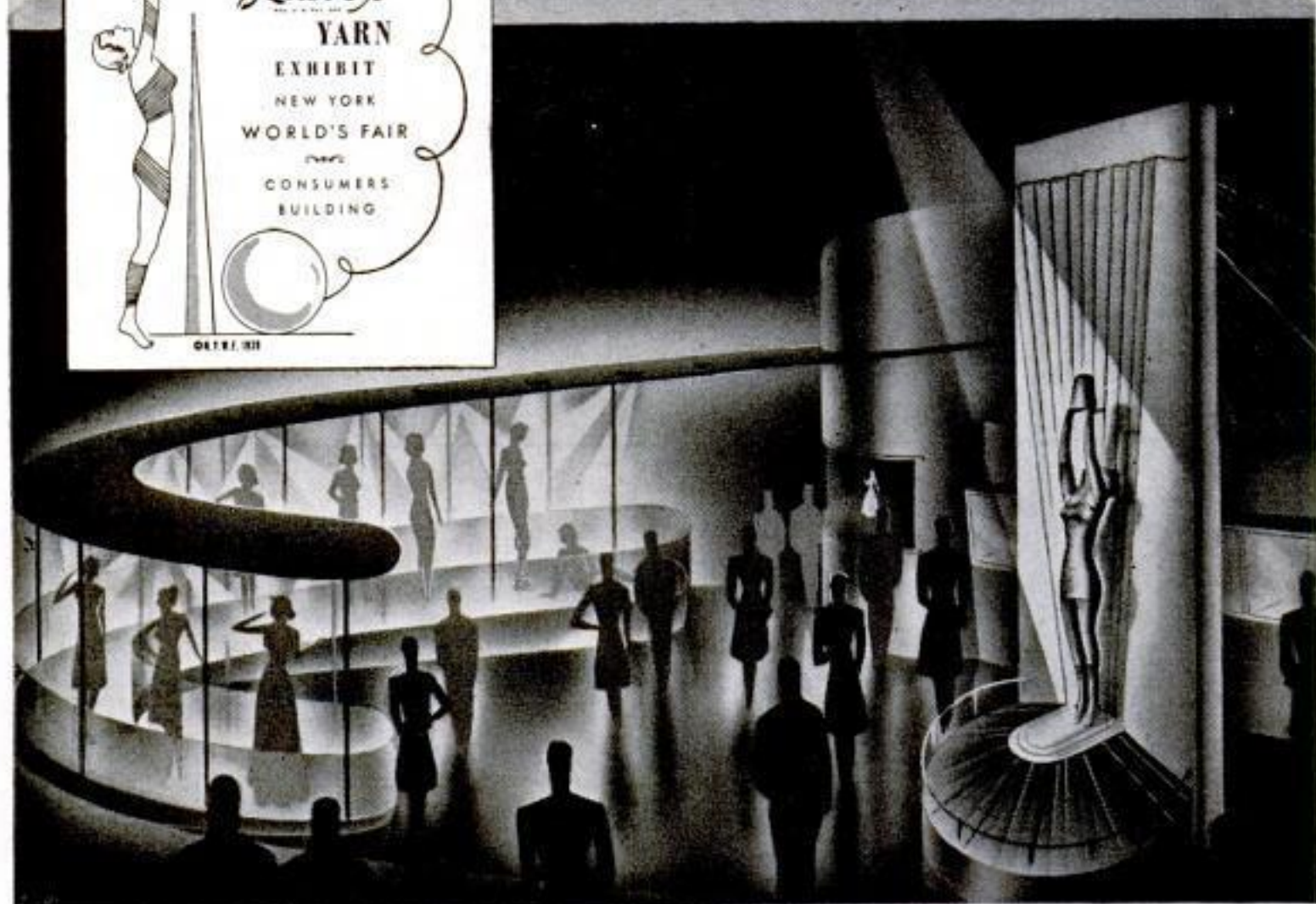
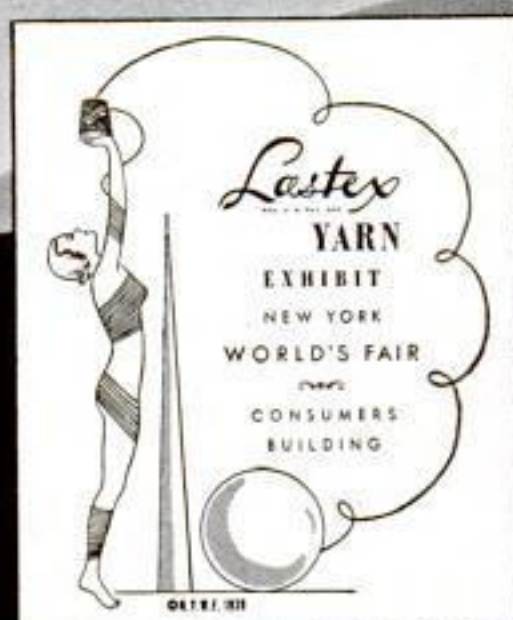


Her son's coronation in 1937 found her at his side with Princess Margaret Rose, receiving the acclamation of the crowd.



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Preparing for their trip to the U. S. and Canada, the King and Queen read books to acquaint themselves with both countries. Here they are studying their itinerary in the garden of Buckingham Palace with the two Princesses. They sailed May 6.

## ROYAL MATRIARCH (continued)

children" still ask her first when in doubt over problems and difficulties. At 71 she is as keen and quick as ever, her eyes as bright, her carriage as regal, her instinct as unerring.

At Marlborough House, the Queen Mother lives a comparatively quiet life—a welcome respite from over 25 years of hard, self-sacrificing work. Running the second largest Royal residence in London, at a cost of about \$10,000 a month, is no small task. She runs it meticulously, supervising every household detail herself. A long training at Buckingham Palace has taught her to economize on every minute. Her day begins, as it has for years, when her "early tea" is brought in at 8:00 a.m. She dresses, goes into her sitting room and, while she skims through the *Times* and the *Daily Telegraph* and opens her personal mail, her hair is arranged in that flawless pattern which has been famous for half a century. After breakfast at 9:30, the tremendous daily volume of fan mail is dealt with. All sorts of letters from all sorts of people. She reads each one, scribbles the gist of the reply she wishes sent on the back of the envelope for her secretaries to attend to. Then comes the household inspection. Marlborough House has 200 rooms and each one must be in perfect order. Her practiced eyes see even the thinnest layer of dust. Then come the menus for the day and the household accounts. Every bill, a voucher for every penny spent, crosses Queen Mary's desk. Prime Minister Baldwin once remarked to his Cabinet: "If we could only have Her Majesty as Chancellor of the Exchequer!" After that, her morning appointments begin. No longer does she have a "work map," one of those extraordinary charts distributed to all active members of the Royal Family, marking out their jobs for the year according to the region of England and the type of population before which they have to appear. But she does still have over 100 charities that she visits regularly. What time remains she divides between her home, her hobbies, her friends and her grandchildren.

## "May" and "Georgie" were childhood playmates

Marlborough House itself holds many memories for the Queen Mother. One memorable day, 69 years ago, the Duchess of Teck wrote to Alexandra, Princess of Wales: "Little Mary is now old enough to play with little Georgie." The children liked one another and out of their childish friendship grew a partnership that was to last a lifetime. In those days, the jovial, boisterous Edward—then Prince of Wales, later King Edward VII—kept the social life of London going in the great rooms of Marlborough House while Queen Victoria continued to mourn her beloved Albert in the seclusion of Windsor Castle. In the huge, pompous "main salon," framed by Laguerre's imposing paintings of the Duke of Marlborough's victories in France, the notables of that glittering era were entertained. In the large red drawing room, Edward's wife, the beautiful Alexandra—so impatient to become Queen—held court. The impressive halls are quieter now but not much changed. The ponderous Victorian library has been altered, its rows of false bookbacks taken out. The heavy red plush has been replaced by lighter material. But the whole remains essentially a piece of Victoria's England. And so does the Queen Mother. All the rules of Court etiquette are strictly enforced on her callers. And the dictum which she enforced when she became Queen 29 years ago—"I will not have anyone around me about whom there is a breath of scandal"—is still the inflexible law. This is the Queen Mary of popular conception—autocratic, severe and unapproachable. But her friends, who are





**Fifty tons of luggage** accompany the English rulers. The Queen has 40 trunks of dresses. The King will get along with four uniforms, 12 business suits and a dress suit with both trousers and knee breeches. Baggage is simply labeled "The King."

entertained in the small green sitting room at the "informal" parties she likes to give, see a different person—an understanding, kindly woman with a keen sense of humor. Among her closest friends who frequently come to see her are Cosmo Gordon Lang, the Archbishop of Canterbury, and Earl Baldwin of Bewdley, formerly Prime Minister Baldwin.

Queen Mary's principal hobby is collecting china and old silver. She is no dilettante. She has studied exhaustively and knows values to the shilling. And her love of bargaining has cost many Bond Street antique dealers dear. "£200, Ma'am," says the merchant. "£120," murmurs the Queen Mother. In vain he tries to extol the merits of the piece. "Is my offer satisfactory?" she finally interrupts, politely but with that rise of an eyebrow which brooks no further argument. "Certainly, Ma'am," lamely agrees the dealer. And the price as she sets it is invariably fair. There is no art exhibit of importance in London which she does not visit.

#### She teaches "Lillibet" to be a queen

But her main interest lies with her grandchildren, "Lillibet" and Margaret Rose. Every Monday afternoon, when the family is in London, Queen Mary is driven up to the Palace in her green Daimler to call for the children. She takes them to places of interest around the city—the Tower of London, the British Museum, Westminster Abbey—patiently explains their history and answers "Lillibet's" countless questions. There is not a part of the vast British Museum that the Queen Mother does not know. Case for case, painting for painting she shows to the children, holding them entranced with the endless stories and reminiscences she conjures up with each one. A curator who was present when Queen Mary took them through the Egyptian section told the writer of snatches of conversation that he had overheard. Into her historically very accurate description of the Pharaohs, the wise old lady injected a practical lecture on modern kingship for the benefit of little Elizabeth that the future Queen of England will probably never forget. "Elizabeth must be taught to be a queen, but she must not be spoiled," the Queen Mother frequently says—with emphasis. And wisely, King George and Queen Elizabeth are leaving the details to "Grandmama."

It is not so simple. Elizabeth is a headstrong child and very conscious of her position. The sudden change from the homey, normal atmosphere of the house on Hyde Park Corner—where the present King and Queen lived simply before Edward's abdication—to the glories and trappings of Buckingham Palace and the cheering of the crowd have affected the imagination of the little girl, as they well might. But "Granny" has her own methods. Some time ago Queen Mary took Elizabeth shopping with her. While they were in the store, a crowd gathered on the sidewalk outside. Excitedly, little Elizabeth dashed from the counter to the window and back, pulling at her grandmother. Finally she burst out: "Do hurry, Granny. There are so many people waiting to see me come out." A curt command from Queen Mary, and a tearful little girl was led out of a back exit by a lady-in-waiting and taken home. On another occasion, Elizabeth said something about "when I am Queen." Frostily, in the Victorian manner, her grandmother replied: "Before you become a queen, my dear, you will have to learn how to be a lady."

Princess Elizabeth's formal education is also carefully watched by the Queen Mother with an eye to the future. Beside the usual reading, writing and arithmetic, "Lillibet" is already beginning to specialize in studies that will be useful to her later on. European and

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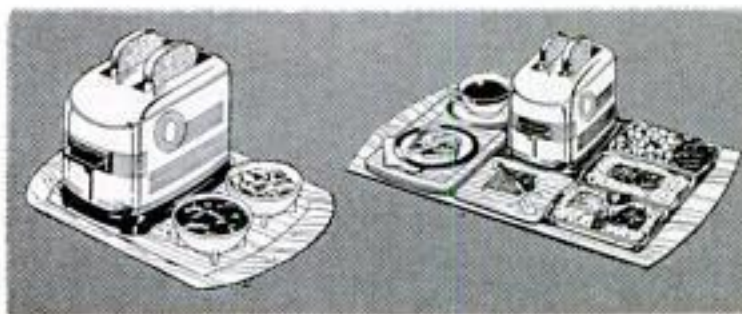
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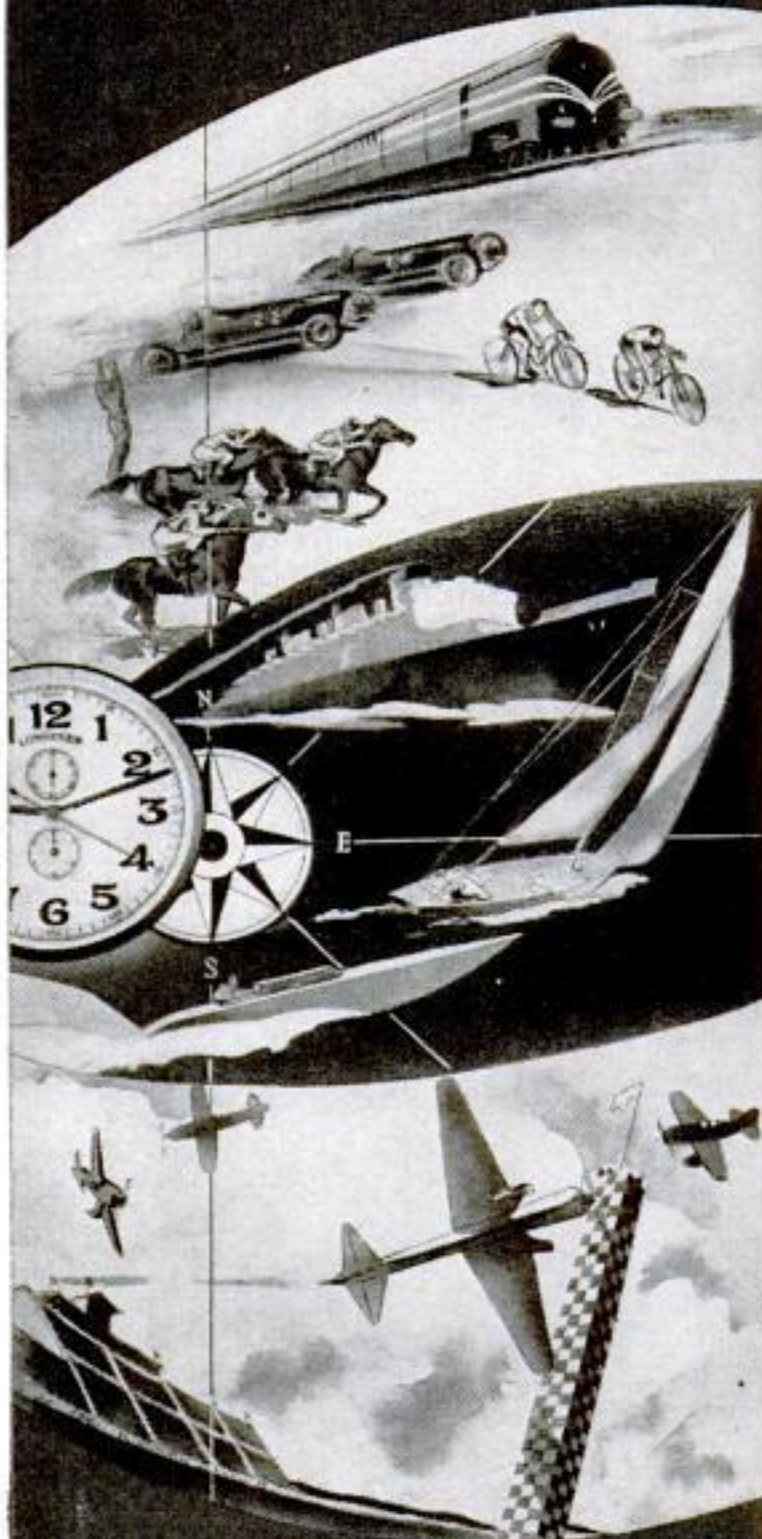
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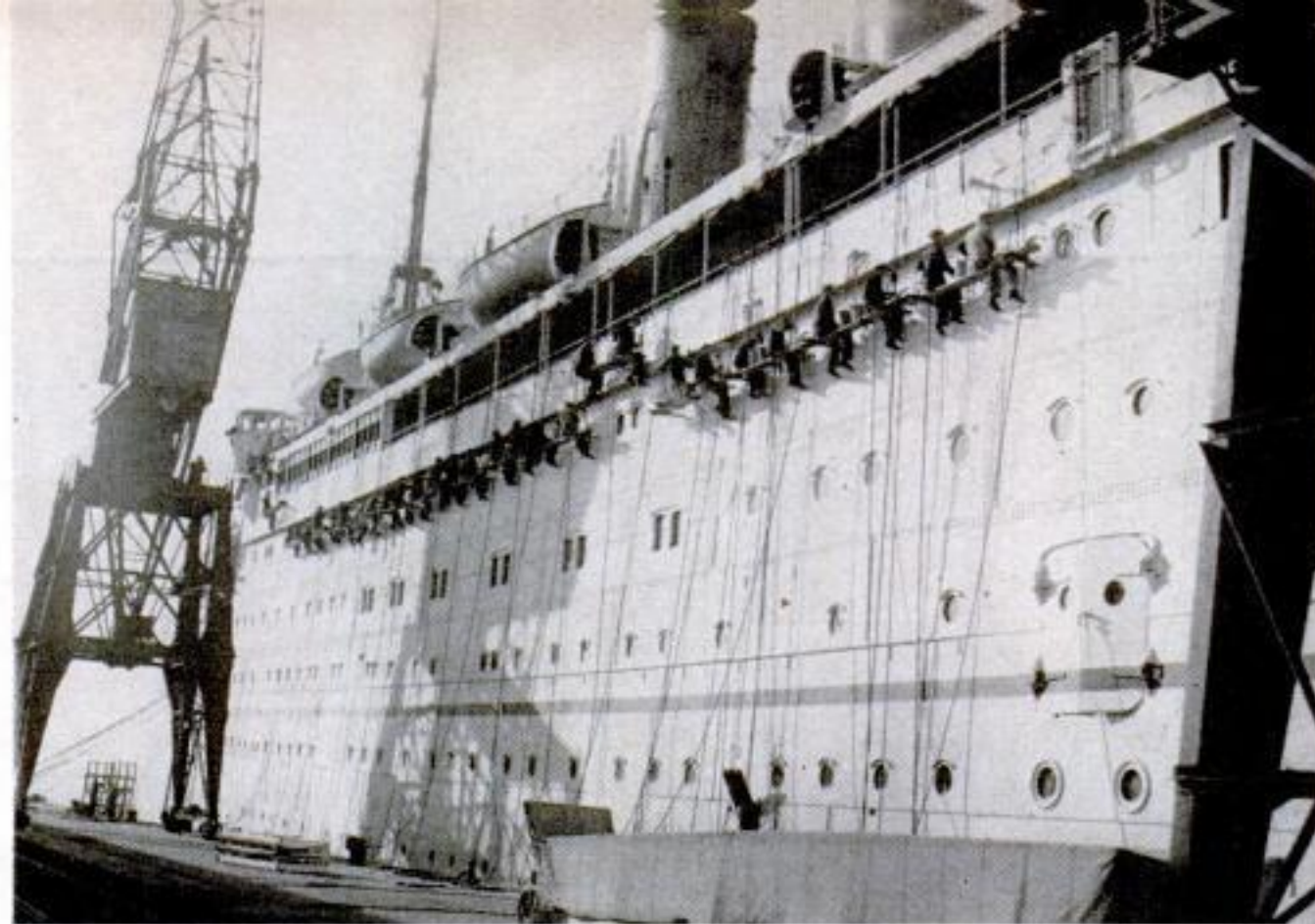
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## ROYAL MATRIARCH (continued)

British constitutional history, the French language, speechmaking are her main subjects now. She is made to stand up for several hours during her recitations—Royalty must be able to stand interminably. And she is taught dancing to make her graceful and give her a good carriage. Recently, the King and Queen have been taking her along as often as possible to public functions, to accustom her to crowds and give her the poise that she will need.

The Princess' day is a full one. Up at seven, a short walk after breakfast, lessons until lunch time. At lunch, she sees her mother for the first time during the day. Then lessons again until four. At teatime, which the family always spends alone, the happy little chatterbox really gets a chance to talk with her parents. And after that the children are allowed to play until supper. The Queen sees to it that other children join the two sisters for play during that time. She feels that it is important for them to lead as normal a life as possible. "Lillibet" and Margaret have organized a Girl Scout troop from among the children of the Court officials, and the large park behind Buckingham Palace becomes a happy hunting ground where rough and tumble, barked shins and minor childish calamities restore at least a part of the normality of which Royalty in a Palace is generally deprived.

One reason why the Queen Mother is so solicitous is the experience of her own early life. She, like the present King and Queen, was not to the Palace born. Her father and mother, the Duke and Duchess of Teck, often had a hard time making ends meet. They were not well-endowed like the rest of England's paramount nobility. Francis, the Duke of Teck, was the son of a Hungarian Countess who had married Duke Alexander of Württemberg. Since the Countess was not of Royal blood, Duke Alexander's son was cut from the succession. And when Francis, weary of the little German principality, came to England, he had little more than his title. But his charm conquered the younger daughter of the Duke of Cambridge and in 1866 Mary Adelaide, by special permission of Queen Victoria, became his wife.

## The Tecks have to watch pennies

A few years later Princess May, present Queen Mother of England, was born. "Jolly Adelaide"—as the Duchess of Teck was known—was no careful manager. The family ran into debt, the expense of Kensington Palace was beyond their means and finally they moved to Italy for a year and a half while their fortune was being repaired. Princess May never forgot the lessons taught by those 18 months. She gave up her piano lessons, of which she was so fond, to learn sewing and housekeeping, French and German which she found easy, and Italian, with which she had great trouble. She was forced to mind every penny. And during those days in Italy, far away from the bustle of London life, she became interested in the study of art which has meant so much to her all during her life. Back in London, Princess May—a modest, charming girl with a beauty inherited from her Hungarian grandmother, saw much of her cousins—Albert, the Duke of Clarence, and Prince George. And of Queen Victoria—who took a great fancy to the "simple, unassuming young creature" who would, unlike the rest of the family, sit with her doing needlework by the hour and listen patiently to Her Majesty's endless stories of Albert, of Edward's misdeeds, and her own ideas of the world in general.

Both Albert and Prince George were in love with Princess May—she with Prince George. But Victoria the Autocrat decreed other-

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A farewell dinner was given for the King and Queen at the U. S. Embassy in London on May 4 by Ambassador and Mrs. Kennedy. Mr. Kennedy coached Their Majesties on how to deal with Americans, as it is to be the first visit of an English King to the U. S.

wise. She was to marry Albert. And the young Princess had her first taste of the tragedy of Royal duty—an experience which she was to remember so poignantly many years later. Fate intervened. In the winter of 1892, Albert suddenly went down with pneumonia and died. Reluctantly, a year later, Victoria gave her consent and Princess May became the wife of Prince George, Duke of York. Through the years that followed, she spent the happiest time of her life. Five sons and a daughter were born. She was a proud and loving mother. Not that the life of the Royal Family always went smoothly. Queen Victoria was a tyrant who governed her family, like her Empire, with an iron hand. She would send for "May" and "May" had to go. Not a detail of the family's life escaped the old Queen and she felt it her duty to "straighten everything out"—generally at the expense of everyone's happiness.

#### Edward VII throws a melon at Edward VIII

When Victoria died, and Edward VII came to the throne, there was no great improvement. One of the present Duke of Windsor's keenest boyhood recollections is a breakfast table incident with his grandfather. The young prince had spilled something on the tablecloth. "Damn you, boy," roared the King and pitched a melon at the youngster with all his might. Then he sat back and bellowed with laughter until the tears ran down his cheeks. He was similarly difficult with the rest of the family on occasion. But most of the time, the Yorks spent at Sandringham. George was happiest when he could play the country squire, with his guns and his dogs, on the beautiful estate in a comfortable small house that made formality and pomp impossible. Here "May" was happiest also, with her children, the gardens, the forests and the simple life she loved. This lasted until May 6, 1910, when King Edward VII died. "George" and "May" became the King and Queen of England.

They were not popular at first. King Edward with his jovial manner, his irrepressible humor, his colorful personality and his flair for statesmanship had made a deep impression on the English people. Little was known of the new monarchs except that King George was a rather dour, peppery man who could never quite control the quarter-deck voice that he had developed during his years in the Navy. But Queen Mary went to work with a will. Buckingham Palace was cleaned and aired from cellar to attic. The court lists were purged of undesirables. The petulance of Queen Alexandra and the brilliant but slovenly administration of King Edward were replaced by a smoothly running machine that functioned like clockwork. Industrial fairs were given Royal patronage at the proper moment, the work of the Royal Family was co-ordinated, and a fresh breeze began to blow in London. The Foreign Office, the India and Colonial Offices, the Board of Trade, the Industrialists could rely on the Palace to do the right thing at the right time. The King instituted the custom of staying in London over the weekend—discouraging the Friday to Sunday flight from the capital which damaged the merchants so heavily. His Majesty appeared at theaters, at the opera, at art exhibitions—sometimes obviously grouchy and at "May's" insistence. But he appeared and London flourished.

And then came the War. The King and Queen were tireless. From early morning until late at night, they inspected, exhorted, encouraged the nation. Meals at the Palace were cut to one meat course a day. To save coal, heating was restricted to a minimum, hot baths to one a week for each member of the household. All the thousand and one necessary things were done to make the nation feel that

CONTINUED ON NEXT PAGE

"It's easy to stay slim  
when you like Salads"  
says IRENE CASTLE McLAUGHLIN

Lovely exponent of the modern dance  
and prominent feminist leader



"Perhaps my liking for salads is one of the reasons why I've never had to struggle to keep a slim, youthful figure. Anyway, the Salad Bowl is one of my favorite 'likes' and here is how I like it best:

I break into a salad bowl, lettuce leaves that have been washed, dried between cloths, and thoroughly chilled—and add quartered peeled tomatoes and sliced hard-boiled eggs. Over this I pour a mixture of salad oil ( $\frac{1}{2}$  cup), vinegar (2 tablespoons), salt ( $\frac{1}{2}$  teaspoon), pepper ( $\frac{1}{4}$  teaspoon), into which I have thoroughly beaten some catsup, diluted with warm water. Then I toss it until every piece is thoroughly coated, and serve right from the bowl."\*

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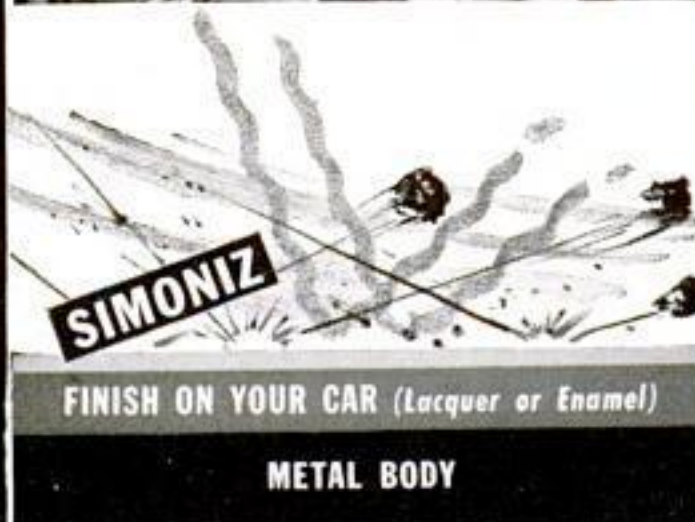


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## ROYAL MATRIARCH (continued)

their monarchs were with them, heart and soul, in their tremendous struggle. And by the time the War was over, King George and Queen Mary were the father and mother of England. In the difficult years that followed, the Queen was quick to perceive the social revolution that was brewing below the surface. When the Labor Party came into power, she had a difficult time with the King. His whole traditional conservatism, his naval training, and his resentment against innovations welled up within him. One day he said bitterly to one of the Labor leaders—"I suppose you will want me to leave here pretty soon. And I shall have no place to go." "I don't think so, Your Majesty," replied the bluff worker. "And if anyone should suggest it, you can always stay with me, Sir." That helped to break him down and finally Queen Mary persuaded him to meet "the damned reds" at Lady Asquith's house in St. James's Square. He found that they were not so bad, after all, and even permitted the Queen to invite some of them down to Sandringham and Windsor for week-ends. Again, "May" had averted trouble.

## The Jubilee and the King's death

No one who saw the Jubilee in London in 1935 will ever forget it. For hours, densely packed crowds stood in front of Buckingham Palace and roared "God Save the King," "Rule Britannia" and "For He's a Jolly Good Fellow" again and again. Whenever the King and Queen appeared on the balcony, the cheering that greeted them could be heard all over the city. And when King George broadcast his Jubilee message to the Empire and with a choke in his throat said "... my wife and I thank you ...," the writer saw tears in the eyes of even the most hardened of newspapermen. It was no mass hysteria or synthetically manufactured sentiment that one saw on the faces in the street. It was personal admiration and love for two people who with infinite tact and patience, with all the gestures dear to the heart of an Englishman, had done a good "job of work."

The death of the King was a hard blow to Queen Mary. But as hard a one was to follow. She adored her eldest son. "David" was unconventional. He took after his grandfather Edward—with whom he had always got along well, despite the incident with the melon. As a little boy he had not been daunted even by his great-grandmother Victoria. He had crawled under the dinner table once in her presence, paralyzing all witnesses with the fear that a thunderbolt would descend and annihilate him. The Queen was "not amused," David was told to get back in his chair, but nothing further happened. With his father he was less popular. Even on easy rides at Sandringham, he kept falling off his horse. "Damn the boy," bellowed the irritated King once in the presence of a large gathering. "Why the devil can't he stay in his saddle?" And he confided sorrowfully afterwards to Queen Mary and a group of friends that he was afraid David would never be a sportsman. During his career in the Navy, "the sardine"—as his fellow-midshipmen called him—was always inciting his colleagues to more or less serious breaches of order. His father, a strict believer in Navy discipline, would be furious. But between Queen Mary's intercession, and David's penitence, His Majesty would finally come around and say with a sigh, "Takes after his grandfather, I suppose. Well, he just mustn't do it again." David's success as goodwill ambassador during the later years mollified his irascible parent somewhat. But

Queen Mary's best friend is the Archbishop of Canterbury. An official once remarked: "There are two real kings of England—Queen Mary and the Archbishop." But since George VI's Coronation no observers claim that she is usurping any power.



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**DELICIOUS** Horlick's Malted Milk, taken hot at bed time, will probably help you in these three ways:

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shortly before his death His Majesty remarked, "Damn it! Why doesn't the boy get married? He's sure to get into mischief else." Even Queen Mary was unable to accomplish that.

Soon after the proclamation of Edward VIII as King, the trouble began. Old, influential friends came to Queen Mary and, regardless of her grief, told her stories of "this impossible American woman." Then Mrs. Simpson made some serious mistakes. She persuaded Edward to dismiss various court officials who had refused to take her orders and been "rude" to her. They were old favorites of King George and promptly went to the Queen Mother with their stories. Alarmed, Queen Mary sent for her son and demanded an explanation. But Edward, with his old skill, twisted his mother around his finger. He wanted to have his friends at the Palace, as every King was entitled to, he said. And as for Mrs. Simpson, she was the best thing that had ever happened to him. She had persuaded him to cut down his drinking, had given him new interests in life, and was the sort of companion he needed.

### Mrs. Simpson visits the Queen

Edward finally even got his mother to invite Mrs. Simpson to Marlborough House for lunch. Mrs. Simpson came, talked cooking and embroidery to Her Majesty with charm and simplicity and told her what a fascinating young man her son was. Queen Mary concluded that the young woman was sensible and sincere and understood her position. And resolutely shut her ears to further gossip—until, one fateful November day in 1936, the Archbishop of Canterbury came to call. Cosmo Gordon Lang was Queen Victoria's favorite Court Chaplain. A clever diplomat and an expert in Palace politics, the canny, sharp-tongued Scot became a close friend to King George V and wielded a powerful influence over him. And as "Primate of all England" he exercised a power second only to that of the Prime Minister. Queen Mary listened to him and was soon convinced that something must be done. Again Edward was summoned. But this time his mother was adamant. The scandal had got out of hand. He must give up this woman. But Edward too was firm. For the first time in his life, he raised his voice to her and she knew then—as she later told some friends—that she was beaten. But in the stormy weeks that followed, she tried again and again. She pleaded and threatened, cajoled and stormed, tried everything she could think of to avoid the inevitable.

The full history of those desperate family councils will probably never be written. To the Queen Mother it meant not only the loss of her favorite son—her pride and joy—but the destruction of the prestige and ideal of monarchy which she had worked so hard for so many years to build up. When Prime Minister Baldwin came to her with the final news of the abdication, he found a broken woman. With choking voice, she dictated her message to the nation. England should not judge her "beloved son" too harshly and should remember and be thankful to him for the great services he had done his country.

But Queen Mary could not and did not lay down her burden. If ever the monarchy needed a strong hand on the helm, it was now. And it was she, not Baldwin or the Archbishop, who steered the ship again into clear water. Outwardly calm as ever, she attended to her Christmas shopping, visited the smoking ruins of the Crystal Palace, and demonstrated to all of London that business would go on as usual. Immediately she took Queen Elizabeth in hand, showed

CONTINUED ON NEXT PAGE

This kiss helped dispel rumors in 1936 that Edward VIII and his mother were at odds over his love for Wallis Simpson. The Queen used to refer to her as "that woman." The Queen's grandfather wed morganatically, lost his rights to Württemberg throne.



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**WALK-OVER**





## 1939 SPEEDS demand Raybestos BRAKE SAFETY

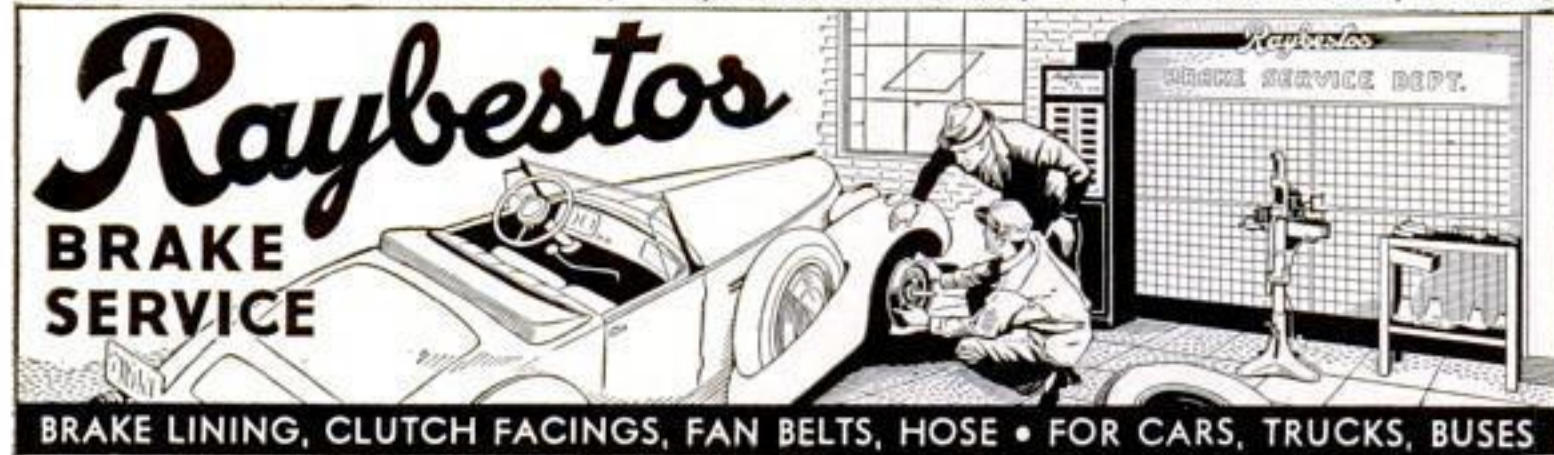
**I**NCREASED power . . . lightning acceleration . . . super-highways . . . are all stepping up the speed of motor travel. To keep up with the 1939 procession safely, *all* cars need 1939 braking power.

If your brakes grab, squeak or pull to one side, you are inviting danger in modern traffic. A RAYBESTOS relined will

cure these symptoms of poor brakes, and make your car *emergency-safe*.

RAYBESTOS Brake Linings are supplied in Proving Ground Tested Sets, engineered for the car you drive. Stop at the RAYBESTOS BRAKE SERVICE STATION in your neighborhood. The correct RAYBESTOS Lining will be applied by mechanics who know their brakes.

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Her new home is Marlborough House, only a short drive from her old home in Buckingham Palace. Both places harbor her collections of Chinese antiques and old china, among the best in the world. She also owns some of the finest pearls in Europe.

### ROYAL MATRIARCH (continued)

her the routine of the Palace, instructed her in the hundreds of little things that the mistress of Buckingham must know. At her suggestion, all the veteran officials which Edward had disposed of were called back.

It was not easy for "Bertie" to find himself suddenly King George VI. All his life, he had stood in the shadow of his brilliant elder brother. His stammering made him shy and no one had ever paid much attention to the quiet, retiring boy. His brothers, when they all were children, used to leave him out of their games and secrets—as they did in later life, also. The Duke of Kent adored Edward, hero-worshiped him, and jumped at his brother's command. "Bertie" just wasn't the kind to join in their pranks and, later, in their escapades. His father frightened him, too. King George had a rough tongue and a salty humor, and "Bertie" always took everything His Majesty said very seriously. At the Royal Naval College at Osborne, where Prince Edward was already entrenched as popular hero when Prince Albert arrived to begin his education, "Bertie" showed the effects of his early years. The other midshipmen found him difficult to get at, over-serious, fussy. Every rule of the College he followed to the letter and plodded his way through the studies that were difficult for him. The endless mathematics of gunnery and navigation tortured him. His marks were low. But he kept on with the pertinacity that is one of the strongest traits of his character. The few officers who really came to know him saw a shy, sensitive boy who liked to be liked but generally defeated himself in the attempt. After months of knowing someone, he would finally nerve himself to a conversation, begin it with sudden enthusiasm and, seeing the look of surprise on the other's face, stop as abruptly and walk away.

During the War, while Edward again was the spectacular hero, Prince Albert spent weary months with the Fleet at Scapa Flow. When the Battle of Jutland was finally fought, he saw little of it from a turret of the cruiser *Collingwood* where he was second in command of the battery. He finally persuaded his father to let him join the Royal Air Force in France but, at His Majesty's command, he was kept on the ground and away from any danger that might threaten. The only spectacular thing he was allowed to do was to ride into Brussels with the Belgian King at the end of the war.

### The future King has to inspect factories

In the years that followed, while Edward made his brilliant way as world traveler and Britain's goodwill ambassador, Prince Albert was assigned by his father to the inspection of factories and the organization of industrial welfare, all over England. It was a dull job, the Prince often remarked wryly, but he did it without complaint. His one great joy was the boys' camp which he started at Southwold to provide summer holidays for the poor boys whose misery had so affected him during his tours of the industrial areas. Here, as "Great Chief" among the youngsters, he felt happy and worked hard for an idea that was to spread all over England and give thousands of underprivileged children a new start in life.



When in 1923 Prince Albert married Lady Elizabeth Bowes-Lyon, he found a perfect companion. At Glamis Castle, the home of her parents, Elizabeth had been brought up in the simple life of a Scottish laird. The farmers, the "gillies," who lived around the ancient pile, the household servants and the family itself lived in the Scotch manner as one big family. Elizabeth had been taught to cook and sew, her luxuries were few and her tastes simple. "It was so much nicer to be just a plain, everyday person," she remarks on occasion to her friends. When Prince Albert fell in love with her, she hesitated for a long time. She was afraid that he had been "advised" to marry her—until she knew him better. London, as she often said at the time, had no attractions for her. Finally, she consented. It has been a very happy marriage.

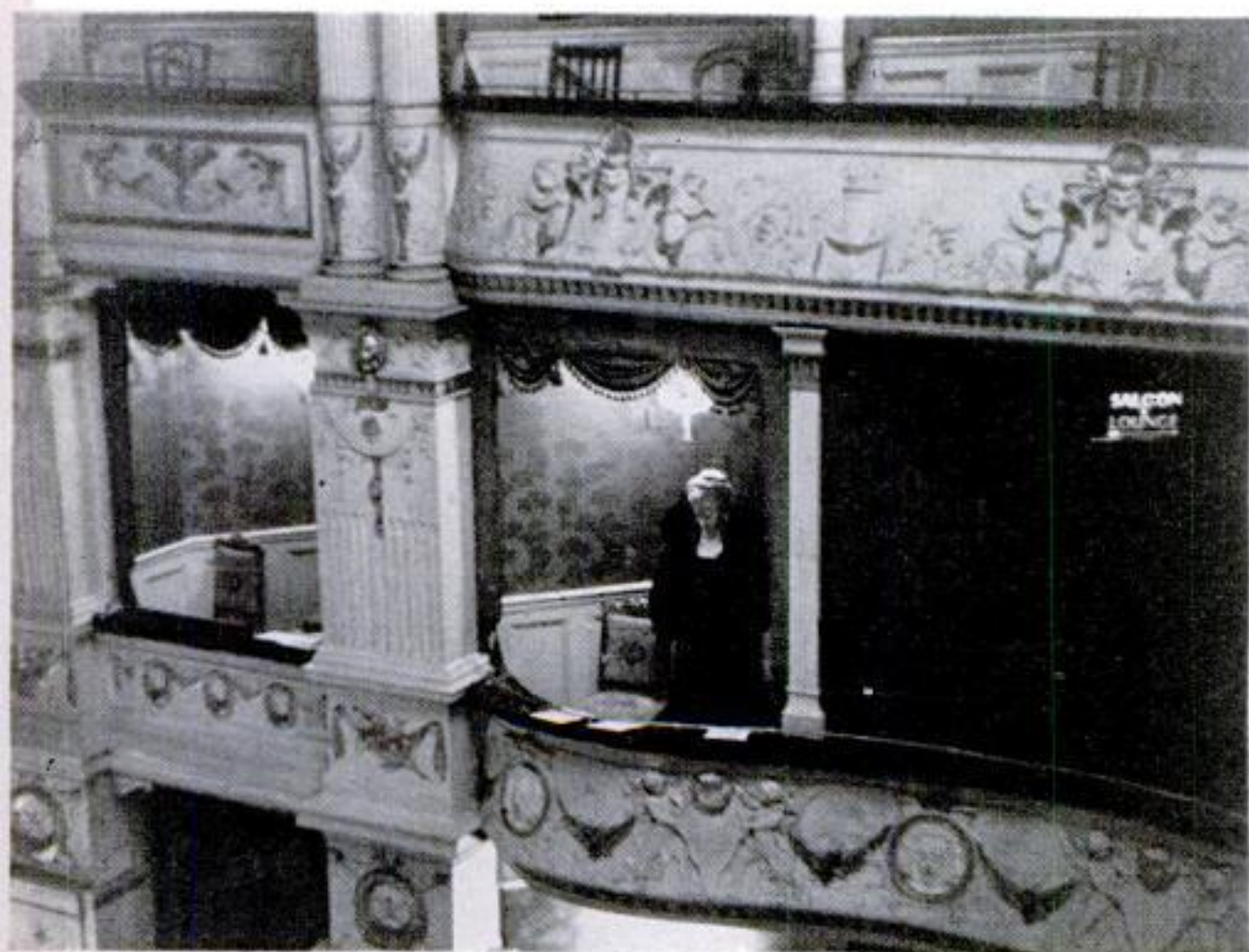
#### Queen Mary coaches "Bertie" in royal duties

With these two people, Queen Mary set to work to rebuild the position which Edward had blasted. Her success has been extraordinarily rapid. "Bertie," the shy nervous boy, has changed into a graceful, dignified Monarch. His stammering corrected, he now speaks slowly but strongly, not brilliantly, as his brother did, but well enough for what is required of him. At first, after his accession, his nervousness at facing large crowds almost undid what many hard hours with Lionel Logue, the Harley Street speech specialist, had taught him. But Elizabeth, near him on the stand—though on tenterhooks herself—would keep nodding and smiling and somehow he would get through his speech. With experience he has lost his nervousness almost entirely. And the forced grin has developed into an easy laugh. He takes a deep interest in State affairs, reads carefully all the reports that come to him and the documents that he has to sign. But he never questions the opinions of Prime Minister Chamberlain and follows his instructions to the letter.

Queen Elizabeth has also done very well. During the recent Royal visit to Paris, she did her job like a veteran. "It was amazing," a French diplomat told the writer, "to watch and see her always do the right thing at the right moment." And when President and Madame Lebrun arrived in London on a return visit—of such great political importance—the whole complicated ceremonial of Buckingham Palace ran like clockwork without a hitch. The Queen had supervised every detail. And the Queen Mother had reason to be proud of her work.

The breach has been repaired. Conversations with bankers and taxi drivers, tradesmen, clerks, farmers and bar keepers all over the country will show the inquirer that England again trusts its King. The pomp and ceremony of the Palace, the happy family life of the monarch, the Royal stables, and all the other symbols which the Englishman demands have been restored. And that, as the officials along Whitehall frankly say, will stand the Empire in good stead during the coming hard years.

When Queen Victoria drove around London in her Jubilee procession—the greatest triumph a British monarch ever had—someone in the crowd yelled—"Go it, old Girl. You've done it well." That is the feeling that many an Englishman has in his heart for Queen Mary. She's done it well.



Alone in the royal box of the Garrick Theatre, which she and George V shared before he died in 1936, the Queen bows her head as the orchestra plays *God Save the King*. She goes to theatre and movies a great deal now. George, "a homebody," disliked shows.



Actual photograph of "Blackie" and "Whitey"

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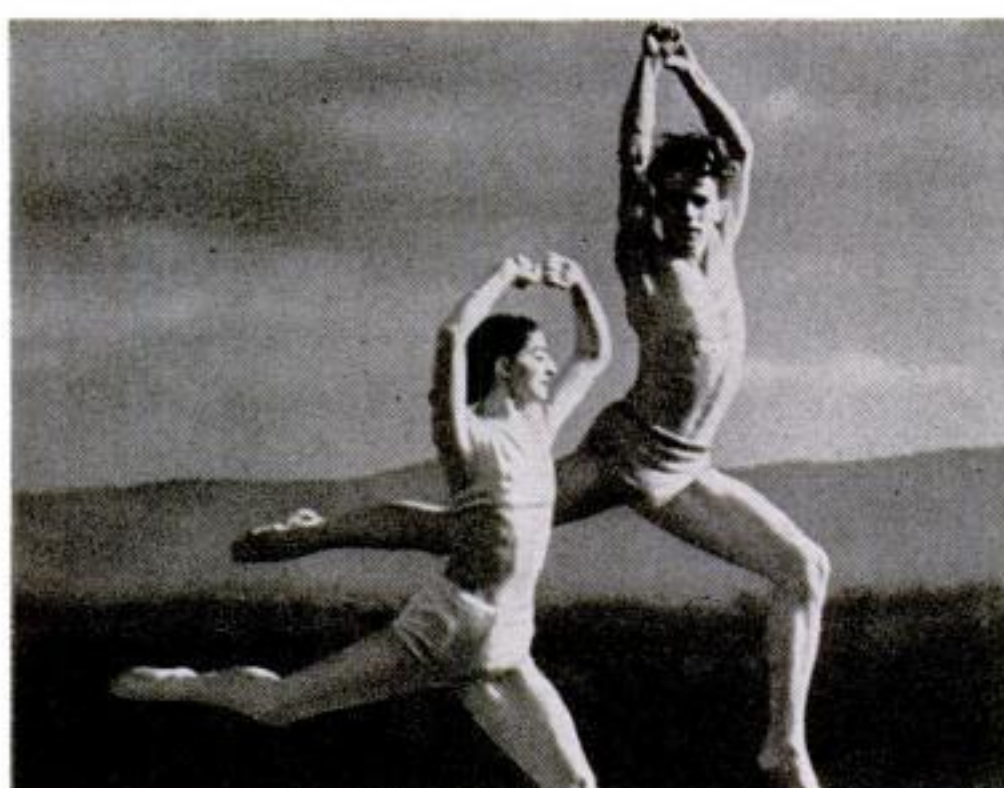
# A giant grows Up!

**F**OR SOME 300 YEARS, Americans have been occupied with conquering a continent . . . for only about 160 years, they've been busy rearing a nation.

Colossal jobs, these—so all-absorbing as to promote a belief that we of the New World have neither the time nor talent to appreciate the arts or develop a genuine culture of our own.

LIFE believes it is now high time to realize that, culturally, *America has grown up*. Throughout America today pulses an evident and exciting enthusiasm for the arts. And in America today there is more vigorous effort, imaginative experiment, and thrilling accomplishment in the arts *than can be matched in any other land!*

Recognizing with enthusiasm this cultural coming-of-age, LIFE is proud of being a particu-



FROM A LIFE ARTICLE ON THE DANCE IN AMERICA

larly effective means of quickly and dramatically making it a fascinating reality to all America.

25,000 Americans troop to a Brooklyn museum during the first 2 weeks of a *modern sculpture* show—1500 a day hurry to see a similar outdoor exhibit. This is significant, exciting news—and LIFE pictures the works of art that are attracting all these people, prints an illuminating explanation of modern sculpture.

*More than half a million Americans* are now expressing themselves in the dance—our

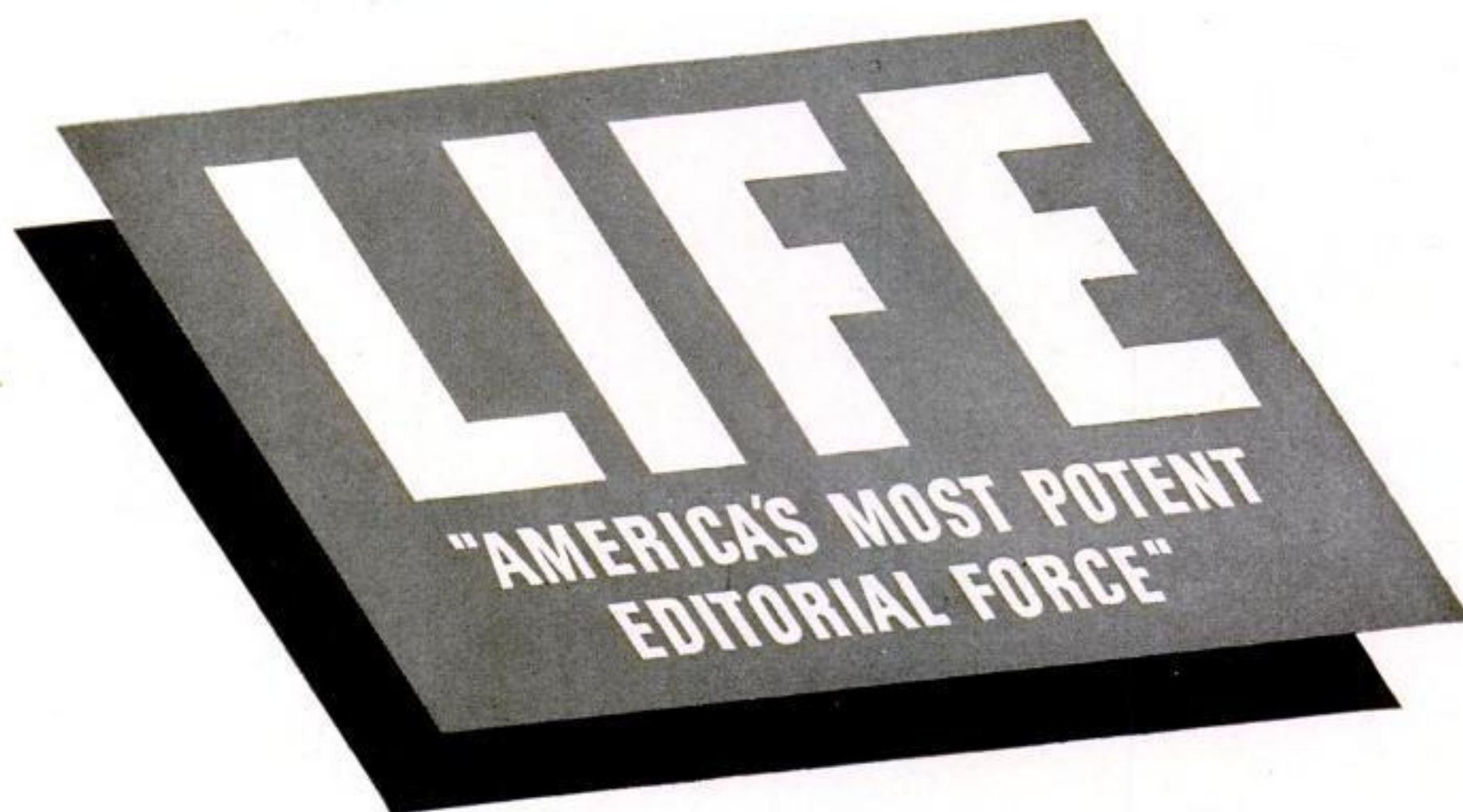


FROM A LIFE FEATURE ON MUSIC IN AMERICA

country having matured past the point of feeling that classical or modern ballet is "sissy." LIFE keeps its millions of readers up-to-the-minute on news of this exhilarating and healthful art.

Today there are in the United States more than 200 *flourishing symphony orchestras* . . . 156,000 (yes, 156,000!) school bands and orchestras . . . radio audiences of 9,000,000 *listening every Sunday afternoon to the New York Philharmonic Symphony concerts* . . . 10,000,000 *Americans actually studying music!* And LIFE is devoting many of its pages to news and information of the thrilling, glamorous world of music.

Today the appreciation and pursuit of *painting* are more active in America *than anywhere*







FROM A LIFE REPORT ON AN AMERICAN SCULPTURE SHOW

else in the world! Our 160 public art museums and the many great private collections open to the public regularly draw vast crowds. LIFE constantly helps to inform and encourage this national art-consciousness by reproducing, in full color, more fine pictures and masterpieces than ever before have been available to America's millions.

True, much of America is disfigured by architectural horrors—as what country is not! But

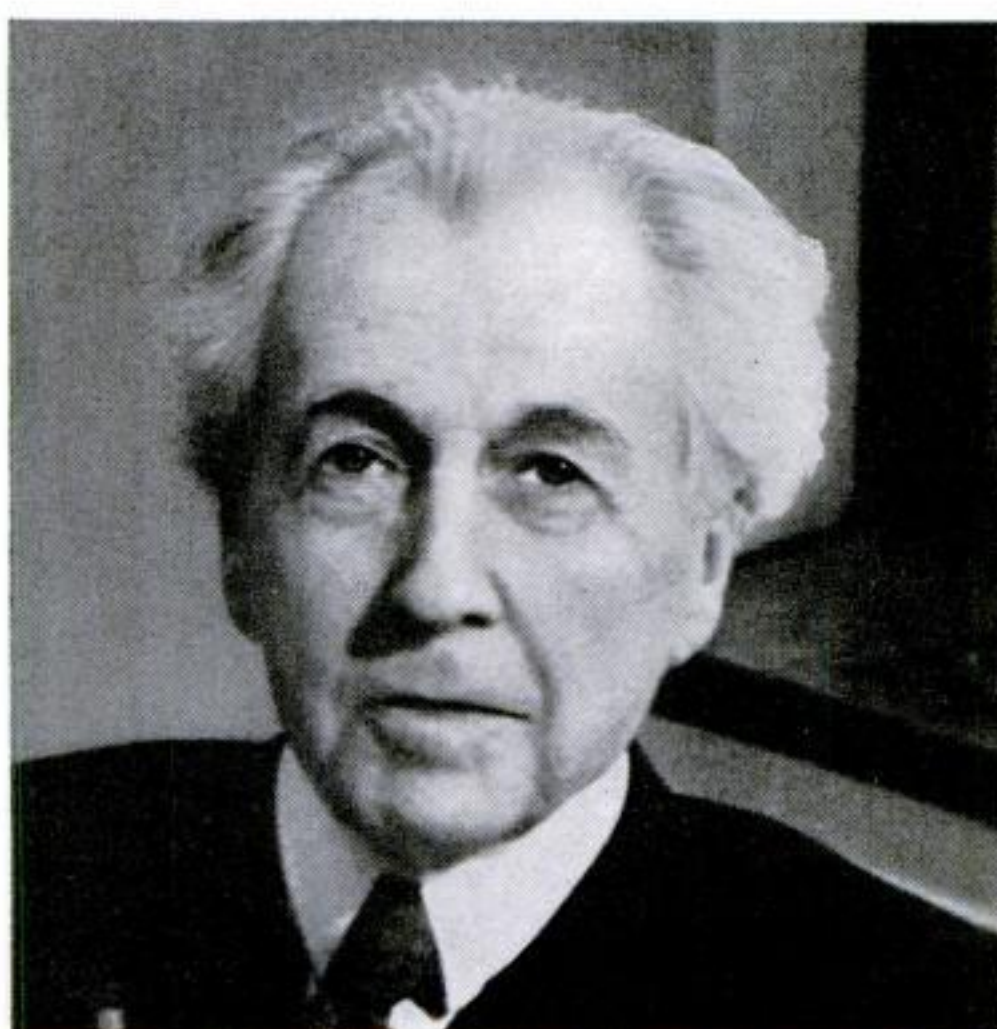


FROM A LIFE REPORT ON AMERICAN PAINTING

... among us are gifted men who are *doing* something about it ... rousing us, as Lewis Mumford does in his provocative book, "The Culture of Cities," against living and working

in ugliness ... creating new, *livable* beauty for us, as the great architect, Frank Lloyd Wright, is doing. And LIFE is proud to report regularly on the work of such men as these.

*The American Theater*, too, deserves its share of national pride. One of LIFE's pleasant-



FRANK LLOYD WRIGHT, IN A LIFE FEATURE ON HOME DESIGN

est functions is keeping its readers informed on the Stage of the Nation ... whether we are retailing in picture-and-word something of the nobility of "Abe Lincoln in Illinois," the power of "The Little Foxes," the charm of a new Rodgers-and-Hart musical, or the screwball hilarity of "Hellzapoppin."

LIFE doesn't take—or serve—culture stuffily. We thoroughly enjoy, and enjoy treating in a realistic, non-patronizing manner, such lively media of expression as swing music, radio, the



FROM LIFE'S REVIEW OF "THE LITTLE FOXES"

movies, cartooning ... for LIFE considers all these a vital part of our artistic flowering.

All these subjects—and many, many more—LIFE presents in its own new *picture-and-word* editorial technique.

This technique makes the truth about the world we live in infinitely *more exciting, more easily absorbed, more alive* than it has ever been made before. It has drawn and it holds an audience that makes LIFE Magazine *the greatest success in all publishing history*. It has established LIFE as *the most potent editorial force in America today!*



# Life goes to a Paper Festival at Savannah

**W**ith the highly controversial exception of Government power, the South's economic development of the decade has been the pine-pulp paper industry. Since 1929, this has grown from almost nothing to \$200,000,000, transformed huge areas of Southern scrub forest from a sticky nuisance into a potentially priceless asset.

The Southern paper industry started to grow in 1927 when the late Dr. Charles H. Herty began experiments to prove that Southern-pine pulp, theretofore considered too resinous, could profitably be made into white paper. The experiments succeeded brilliantly. Before Dr. Herty died in 1938, Georgia's State Assembly had created Herty Foundation which, now financed by other States as well, is continuing his work. Inset shows Herty Trustee Elli-



PINE GROWS 4 IN. A MONTH

ott Reed holding a branch of pine to show how fast it grows.

So far, pine-pulp paper has been used mostly for wrapping paper, bags, containers. Soon it will be available for newsprint which Southern publishers now pay \$25,000,000 a year to import from other sections. Herty chemists also hope to make commercial rayon yarn from Southern-pine

pulps, bond papers from Southern hardwoods. Capital of the South's new industry is Savannah. This year, Savannah decided to celebrate Southern-pine paper's coming of age with a series of parties, parades and pageants. Paper's origin in Egypt was commemorated by an Egyptian cocktail bar, coronation of a King and Queen of Papyrus. Savannah's prettiest girls appeared in paper bathing suits and gowns.



**Paper dresses** were worn by Savannah high-school girls who competed for the best design. Prize for the best costume

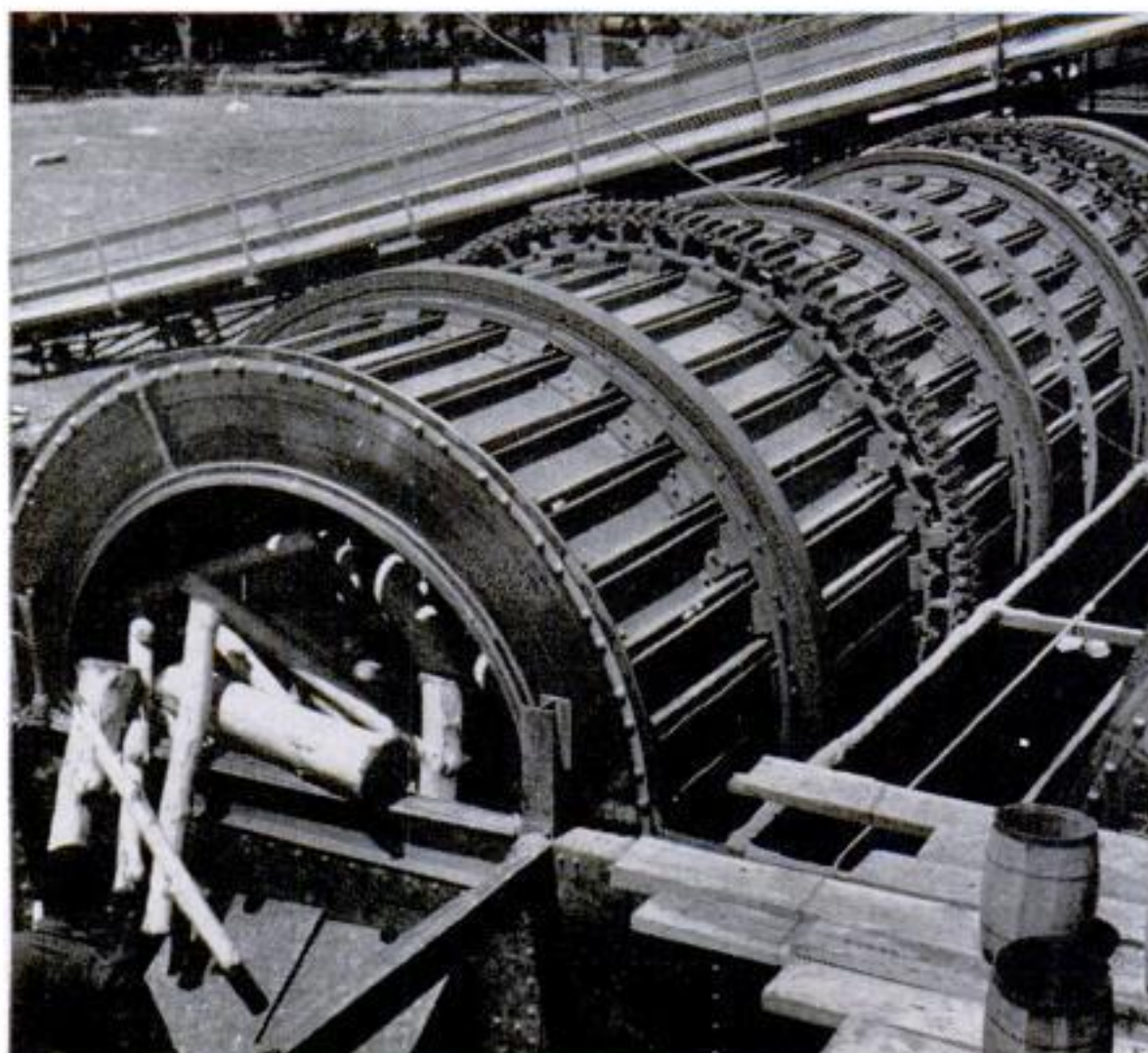
went to Martha Blackstone (center, with paper parasol, big Colonial skirt). The boys are Savannah High School Band.



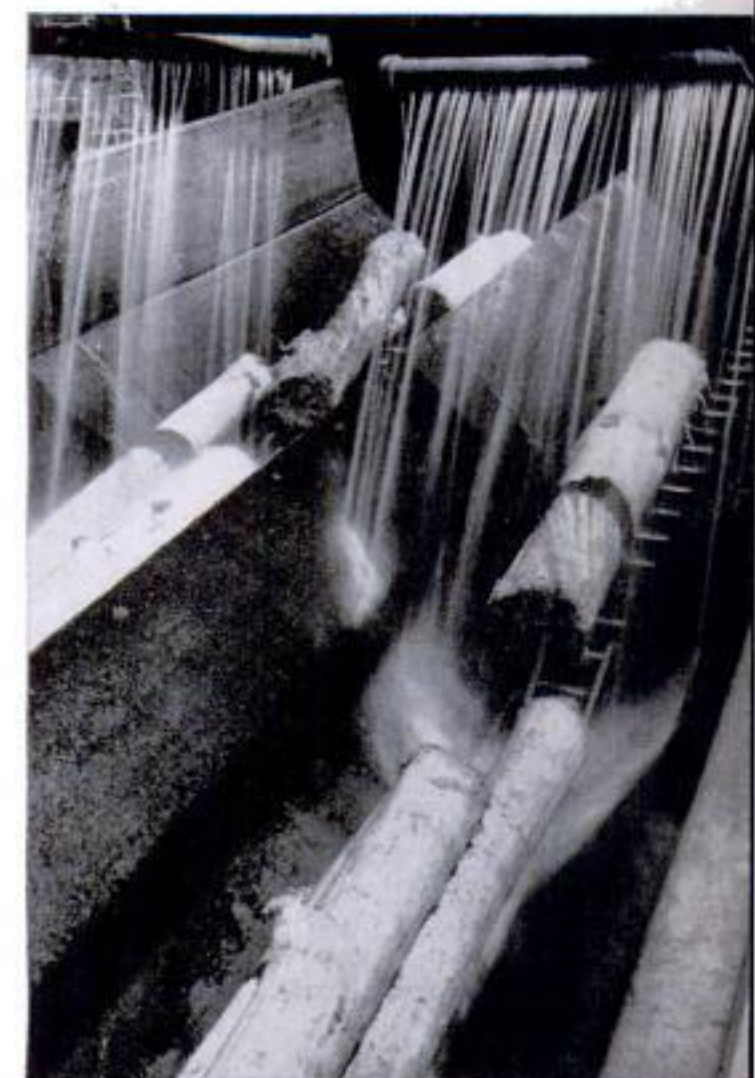
PAPER MASQUE IN DE SOTO HOTEL



**A year's growth of slash pine** is measured by Mr. Reed. This grove was planted four years ago. Pine is cut for paper at 12-15 years.



**Barking drum** starts conversion of logs into paper. Conveyor belt brings logs from the woodpile. Useless for paper, the bark makes first-rate fuel.

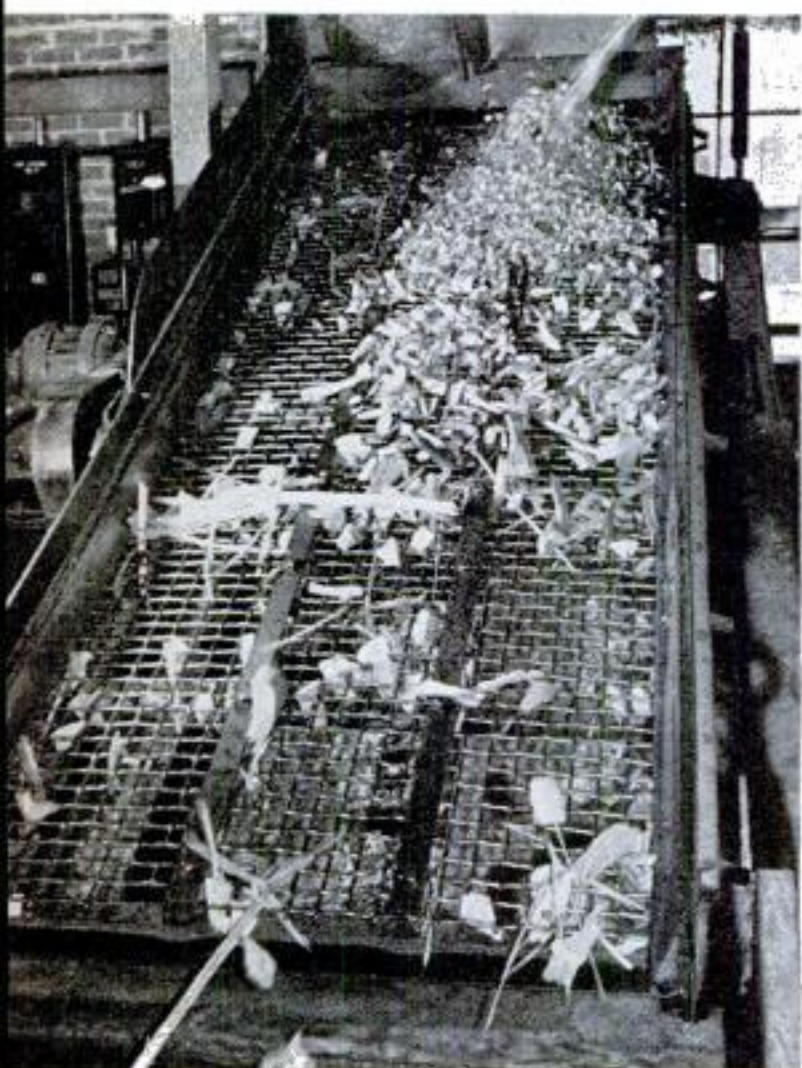


**A water spray** cleans barked logs. Whirling knives slice them into thin inch-square chips.

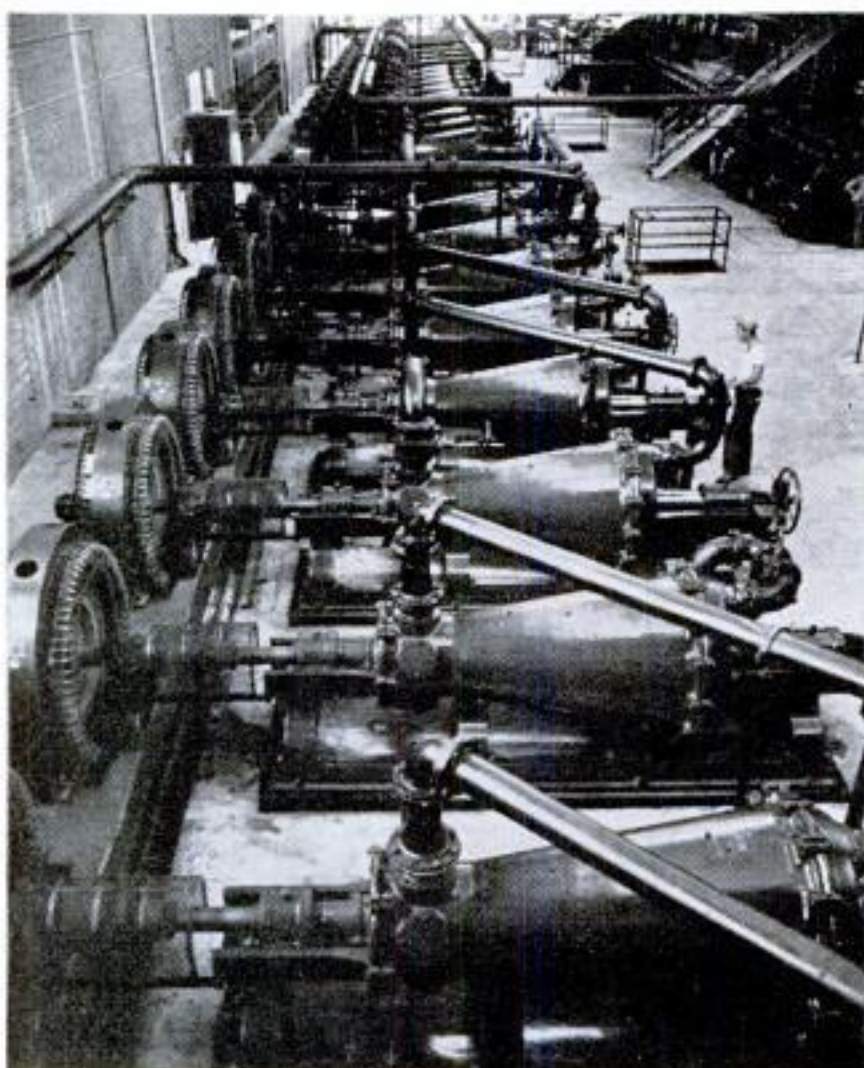




**ALLROOM WAS FESTIVAL'S MAIN EVENT. PAPYRUS KING AND QUEEN SIT WITH THEIR COURT ON STEPS OF SOUTHERN PLANTATION**



**creens sift chips** which are then stewed in chemicals for 3½ hours, turning into soupy, slimy pulp.



**Refining machines** extract fibers from the pulp, then fray them into proper length, thickness and pliability.



**Herty Laboratory beater** here churns the pulp for experimental purposes. Savannah people now say, "We don't care about cotton any more. Our future lies in paper."



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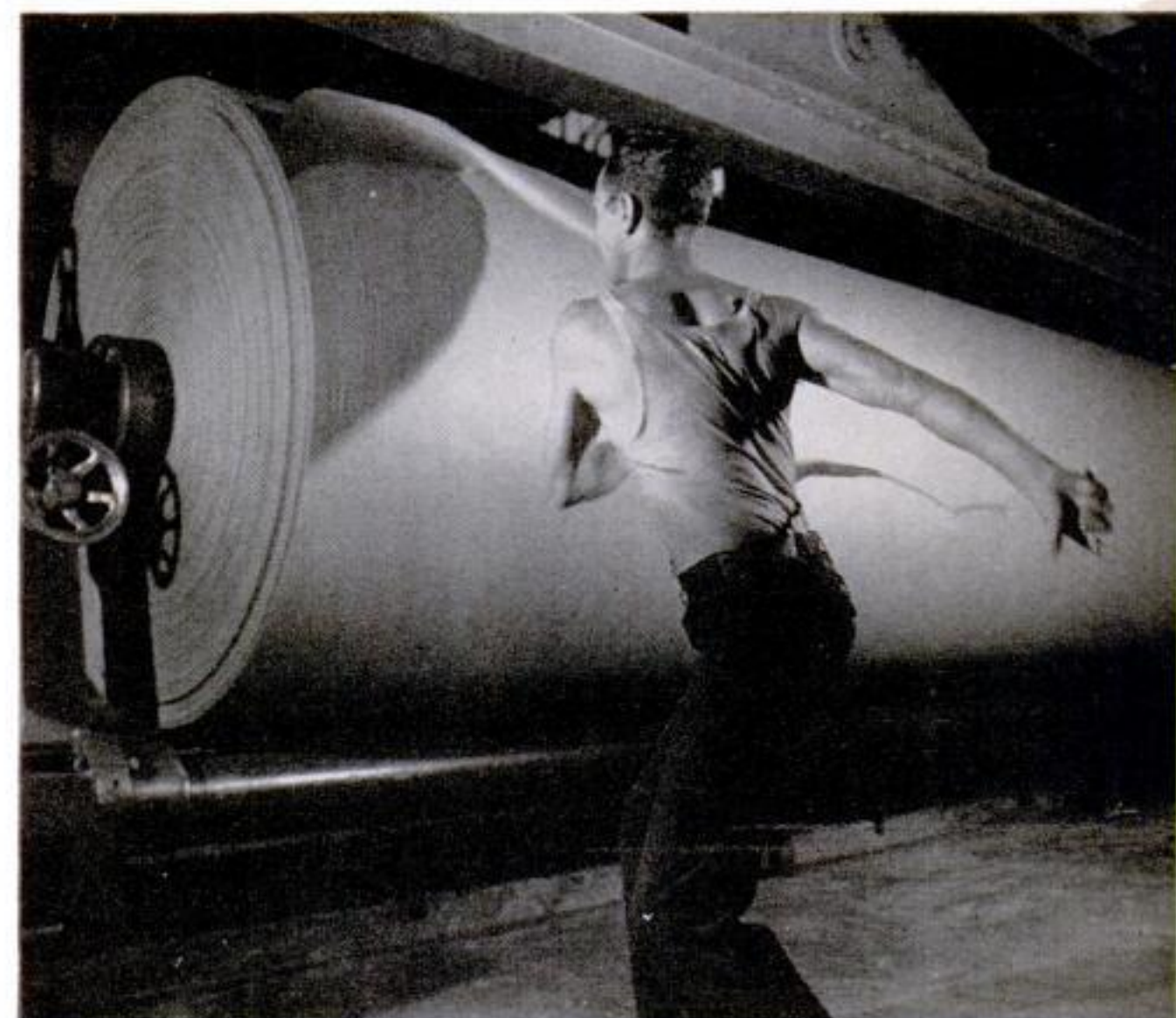
**COMMERCIAL CREDIT COMPANY**  
BALTIMORE

*One of a series of open letters to the American Public appearing in 617 Newspapers and in National Magazines*

## Life's Paper Festival (continued)

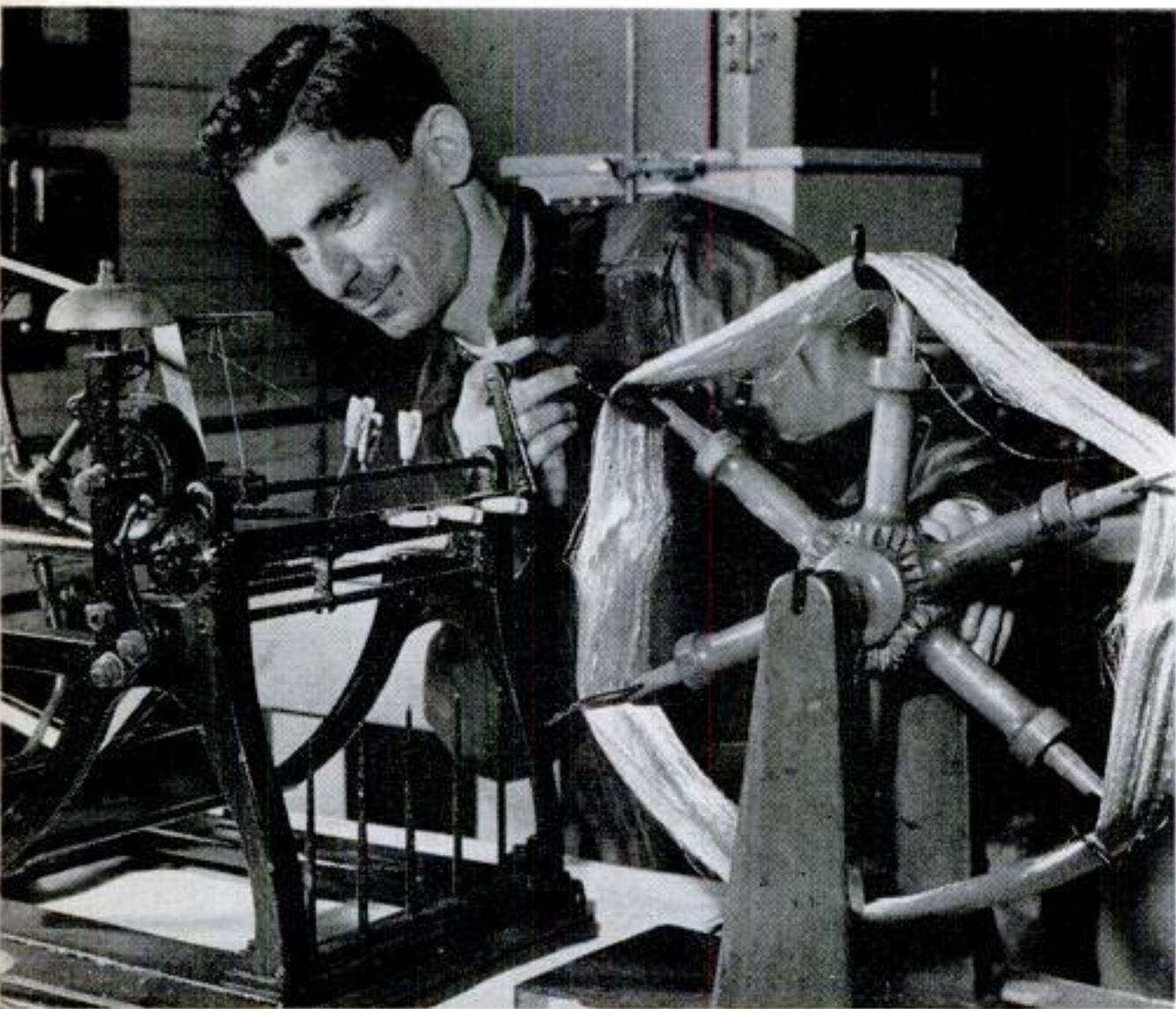


Shopping bags are one of the scores of Southern-pine paper products made by Savannah's Union Bag & Paper Corporation, which has a \$2,500,000 yearly payroll.



Tester Earl Young tears off sample from roll of paper to test its quality. Southern-pine paper will soon invade newsprint field with \$6,000,000 plant at Lufkin, Tex.





Chemist Joseph Fox at the Herty Foundation reels off experimental rayon yarn made from pine pulp. A new Florida plant will turn out 150 tons of rayon pulp a day.



Crepe-paper bathing suits were worn at party in De Soto Hotel pool that climaxed Paper Festival. Suits showed interesting tendency to disintegrate readily in water.

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Write Hartmann, Racine, Wisconsin, for descriptive booklet and name of your nearest dealer.

## Your Child Belongs in the Movies



## ...Filmo HOME MOVIES!

YOUR child ought to be in the movies . . . in movies you can take easily, with assurance of fine results, and at low cost, with a Filmo.

Filmos are made by the makers of preferred Hollywood movie equipment to give professional results with amateur ease. All you do is aim, press a button, and *what you see, you get!*

Both Filmos pictured here make glorious full-color and black-and-white movies, indoors and out. Each makes slow-motion movies, animated cartoons and titles, too.

Inspect these fine cameras at your dealer's or write for details. Bell & Howell Company, Chicago; New York; Hollywood; London. Established 1907.

### NEW "SHELLOADING" FILMO 141



This superb 16 mm. camera eliminates threading of film and other camera adjustments. Permits unlimited picture opportunities. Only \$115. Other Filmos to \$1155.

### Palm-size Filmo 8

Uses economical 8 millimeter film for making fine movies at snap-shot cost!

Now Only **\$49.50**

As Little as \$10 Down

### FREE Movie Booklet

BELL & HOWELL COMPANY  
 1841 Larchmont Ave. L-5-39  
 Chicago, Ill.

Send booklet, *How to Make Inexpensive Personal Movies.*

Name . . . . .  
 Address . . . . .  
 City . . . . . State . . . . .

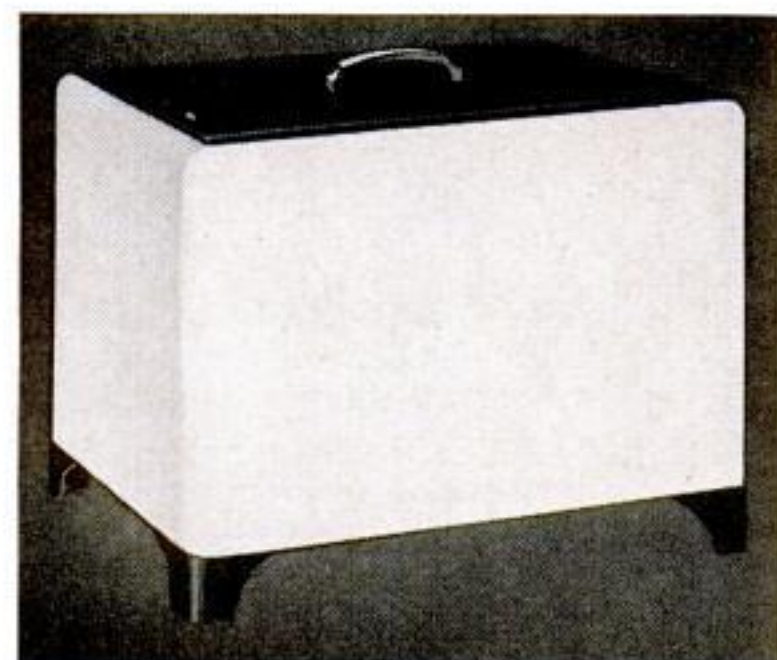
PRECISION-MADE BY  
**BELL & HOWELL**



# FIRST AID FOR EMBARRASSED HOSTS (AND HOSTESSES)



Out of ice at the height of a party! No more cubes and no way to get them! No more cold beverages—there just wasn't room in the refrigerator! This won't happen to you again if you get one of those new Ice Chests that hold plenty of Ice—provide plenty of extra refrigeration!



Right to the aid of the host and hostess come these handy, dandy Ice Chests that assure plenty of taste-free crystal-clear ice for beverages and garnishes—take care of the overflow when bargain days, party days or holidays crowd your refrigerator with foods and bottles!

The new Ice Chests cost little—hold a lot! Prices range from \$8.50 to \$31.00 f.o.b. factory. Call your local Ice Company or write National Association of Ice Industries, 228 N. La Salle Street, Chicago, for free illustrated folder.

*Ice is one of the finest products that enters your home. Manufactured from filtered water, it contains no chemicals and is even purer than the water you drink.*

In many communities, Ice Companies are now delivering "Sized Ice"—ice in just the form you can use it best: sparkling, taste-free cubes... crushed ice in a variety of sizes.

Be sure to visit the Ice Industries' Exhibits at the New York and San Francisco World's Fairs

## PICTURES TO THE EDITORS



"Logs come by truck and train to Chehalis, Wash., where lumber is a leading industry. The population of Chehalis is 4,900."



"Bowling in the garden of N. B. Coffman has been a tradition for years in Chehalis. Young and old gather to match skill."



"Prize-turkey grower, Mr. Art Hamilton, shows us three future Thanksgiving dinners. His turkeys have taken national prizes."



"At weekly Kiwanis Club lunch Harold Quick (right) leads the singing. Other Chehalis groups are Rotary Club, Elks, Masons."

### CHEHALIS: STUDENTS' VIEW

Sirs:

Referring to your survey "Fascism in America," in the March 6 issue of LIFE, we, the Business English Class of Chehalis Senior High School, feel that the article entitled "A Cell in Chehalis" represents only a very small part of our community life. Therefore, we wish an opportunity to show the rest of our nation that we strive to maintain high American ideals.

For the past week and a half we have been gathering information about our local organizations and activities. We are now ready to present our material to you and heartily invite your photographer to visit our city and take pictures of the other side of our civic life.

This survey of our community has been a real stimulus to the members of our group—we are proud of our town. May we have the opportunity of presenting Chehalis as we know it to the readers of LIFE?

DOROTHY RILEY, MAIDA MARTIN, ELIZABETH ALLEN  
Senior High School  
Chehalis, Wash.

● LIFE gladly accepted this invitation, sent a photographer. Misses Riley, Martin and Allen told him what to take, captioned his pictures. LIFE learns that since publication of the pictures of the Chehalis cell of the Silver Shirts, Mr. Orville W. Roundtree, the local leader, has left town.—ED.



"Family of bankers includes N. B. Coffman (kneeling), his son (standing), his grandson (sitting), his great-grandson (hopping)."



"Could this be Ferdinand? L. B. Hope with 1,900 lb. of 'Hope's Pride.' Mr. Hope lives on Route 2 and sells milk in Chehalis."



"Hilarity reigns as Fountaineer Jay Wibdy fills orders at Bill Smith's Fountain, the town refreshment and gathering center."

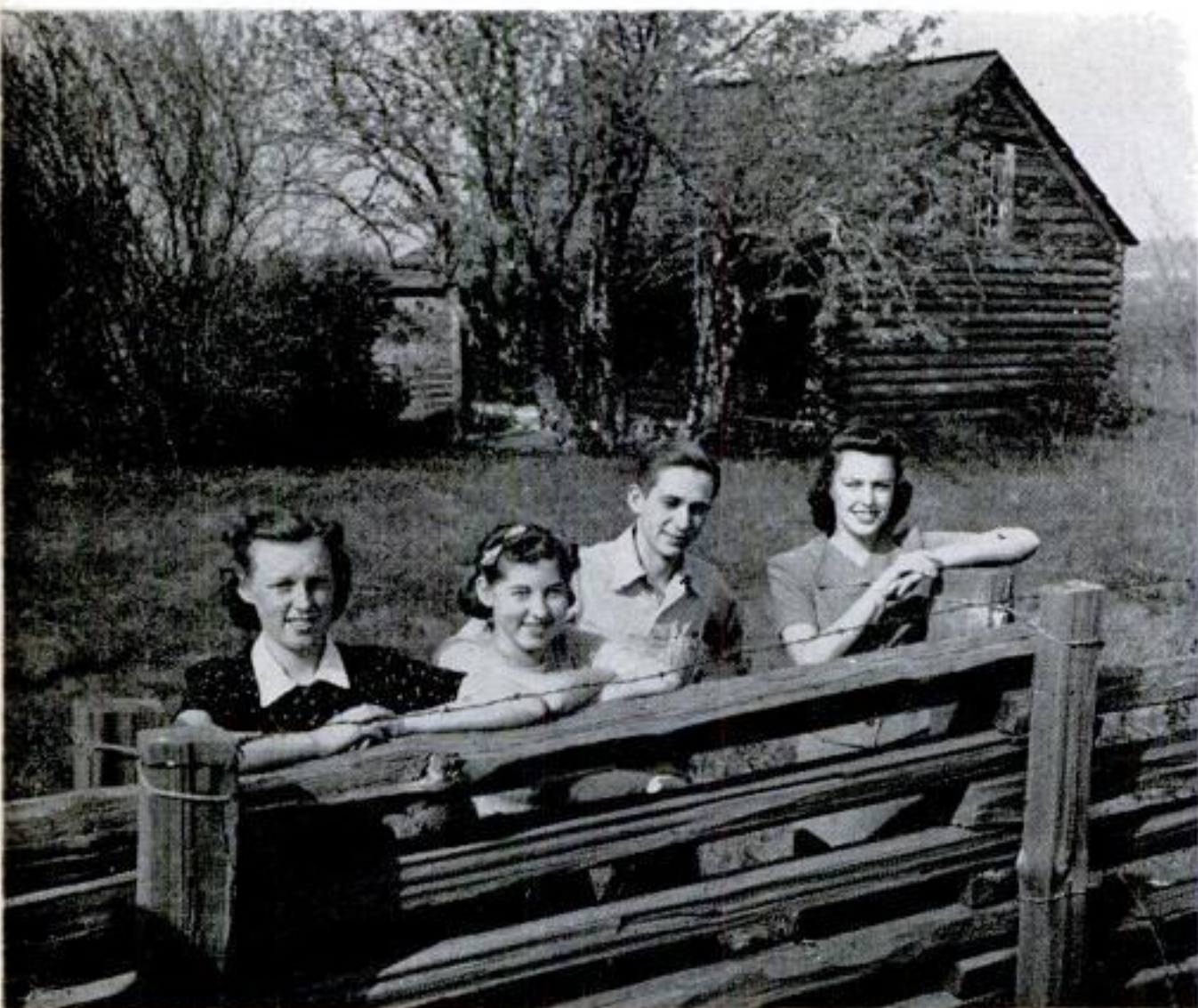




"A fleet of six school buses transports 30% of Chehalis' students from rural districts. They gain by the enriched experiences of a diversified class curriculum."



"Tolerance of the other person's opinion is taught in these high-school class discussions of timely topics. Donald Payne (standing) begins talk on organized labor."



"The first courthouse in this territory (behind trees) was built of logs in 1847, 12 mi. from Chehalis on the Oregon Trail. We are in the foreground with a friend."

**CONTRIBUTIONS:** Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.



**JOHNNY:** Whee! Post's Bran Flakes again!  
**AUNT MAY:** Goodness! He *does* seem to be enthusiastic about his breakfast!  
**MOTHER:** So is our whole family, May, since I discovered this perfectly delicious cereal, Post's 40% Bran Flakes! They're MORE than a wonderful-tasting breakfast food, too . . .



Here's what Johnny's mother means by *extra benefits*:  
**First**, Post's Bran Flakes provide just enough bran, a *natural* regulator, that helps protect you against sluggishness. People whose systems are irregular, due to lack of bulk in the diet, find Post's Bran Flakes, eaten daily, a wonderful help.  
**Second**, Post's Bran Flakes are a good cereal source of phosphorus, iron, Vitamin B<sub>1</sub> to help maintain good appetite, and Vitamin G to help promote growth and vigor.  
 All this in one grand-tasting cereal with a *double purpose*: to make breakfast a delicious treat, and to help you keep fit. And today, Post's Bran Flakes come to you at a **NEW LOW PRICE!**



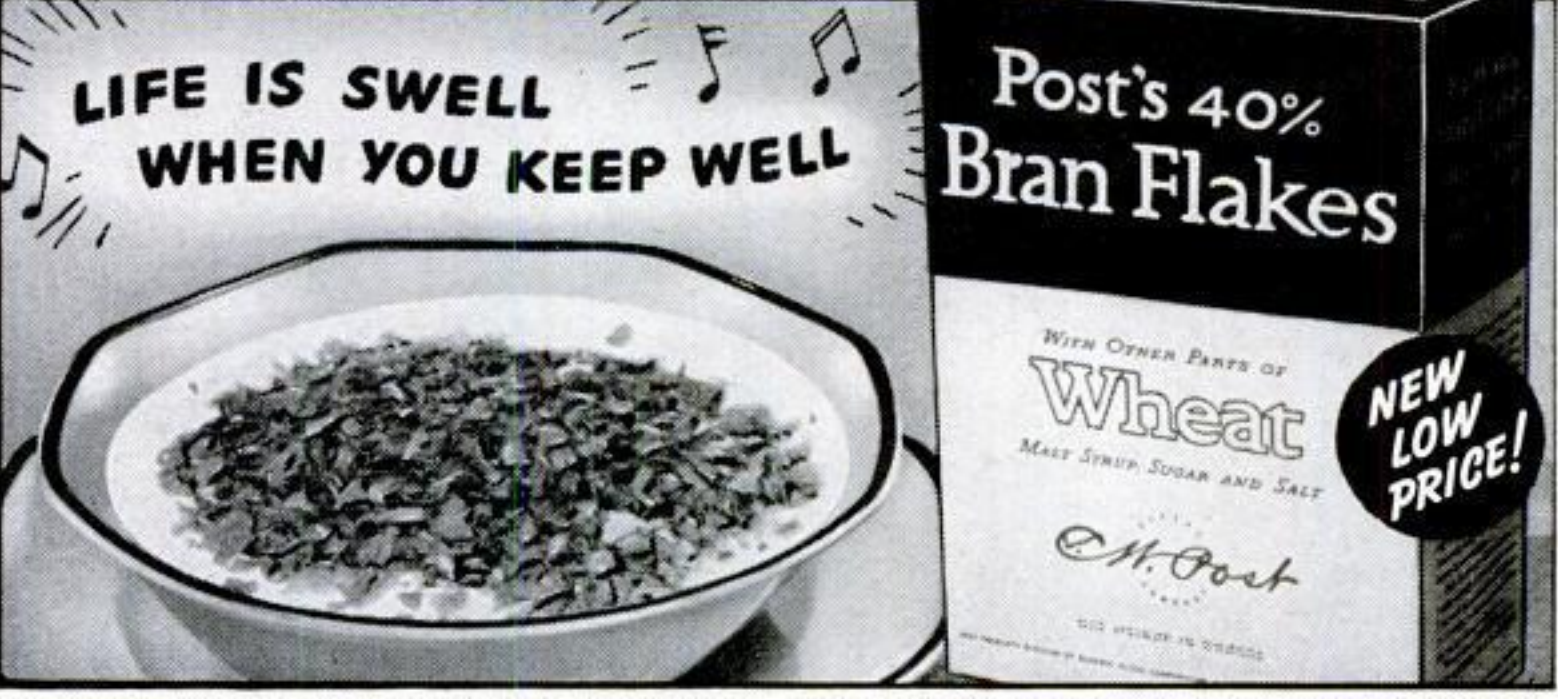
**AUNT MAY:** What a heavenly NUT-LIKE flavor! And from what you say, Post's Bran Flakes may be just what *my* family needs.  
**JOHNNY:** You oughta taste the bran muffins mother makes, too—the recipe's right there on the package!  
**MOTHER:** And best of all, May, Post's Bran Flakes are at a **NEW LOW PRICE** now!

**A FEW MONTHS LATER—JOHNNY VISITS AUNT MAY'S HOUSE...**



**JOHNNY:** Psst! What's for breakfast, Cousin Betty?  
**BETTY:** Post's Bran Flakes—we've had them every morning since mother visited your house, and they taste scrumptious! And Daddy says he's never felt better in his life!

A Post cereal made by General Foods



**IMPORTANT:** Post's Bran Flakes, due to their bulk, are a *regulative* cereal. Constipation due to insufficient bulk in the diet should yield to Post's Bran Flakes, eaten regularly—as a breakfast cereal or in muffins. For cases not corrected in this simple manner, a physician should be consulted.



## SOMETHING COOL--SOMETHING CLASSIC...



**Tom Boy Sheers**—Summer will be a gladsome stretch of weather, if you make ready for it with a few smartly tailored sheers—For instance, at left, a sheer pique in shirtwaist model—many rows of fine stitching, buttons and leather belt matching the polka dots. At right—white daisies on dark backgrounds, woven white straw belt. Either model \$6.50.

On sale at **Best & Co.**, New York and branch stores, **Marshall Field & Company**, Chicago and suburban stores, and scores of other good stores throughout this, and foreign countries. • For the name and address of the one nearest you, write **Straus, Royer & Strass, Inc.**, Baltimore, Md.



**American Golfer**—Here's the sports frock of a nation—a good looking, well tailored two piece dress—its tailored shirt made with ted bottom, in the interest of less undies. Saddle sleeves for easy action, gored skirt for knee room. In Lorraine chambray seersucker—stripes, checks, or white. \$6.50. Also comes in one piece model.

## PICTURES TO THE EDITORS

(continued)



### "SPORTY PARSON"

Sirs:

The Reverend A. Jeffries, vicar of Chipperfield, Hartfordshire, has the reputation of being "a sporty parson" and in-

deed he is, as you can jolly well see. He drops into the village taverns and bends an elbow with the rest of them. The vicar limits himself to wine.

GEOFFREY CASS

London, England



### KING'S RENT

Sirs:

These two elk heads and two black beavers constitute the rent which the Hudson's Bay Company is bound by its Charter to pay to the King of England when he sets foot upon our territory this month.

When King Charles II granted the Royal Charter in 1670 to the Governor and Company of Adventurers of England trading into Hudson's Bay, he gave rights to certain lands directly from the Crown. The Charter contains the following statement regarding the rent: "in free and common Socage and not in Capite or by Knights Service Yeilding and Paying yearly to us our heires and Successors

for the same two Elkes and two Black beavers whensoever and as often as Wee our heires and successors shall happen to enter into the said Countryes Territories and Regions hereby granted."

To fulfill this part of the Charter we will yield and pay two elk heads and two black beavers to His Majesty King George VI at Winnipeg on May 24, 1939.

Great pains have been taken to get the two finest elk heads possible. The two now ready are the choice of the Government's entire herd at Wainwright Park. The beaver skins are the two best in a collection of 16,000 in our London salesrooms.

FRANK RYAN

For the Hudson's Bay Company  
Hudson's Bay House  
Winnipeg, Ontario

● Since George VI is the first King of England to visit Canada, this will be the first time the Hudson's Bay Company has paid its royal rent.—ED.



### OPEN ALL SUMMER

Offering summer visitors all the comforts and luxuries that have made this an internationally famed resort hotel. In the midst of a magnificent private estate, with a huge outdoor swimming pool, tennis courts, out-door patios for dining, and private yacht landing. Rooms designed for the finest living . . . service of the best . . . a superlative cuisine.

#### SUMMER RATES

(Now in effect)

**SINGLE ROOM** from \$5

**DOUBLE ROOM** from \$8

including BATH and BREAKFAST

See your travel agent for reservations or write:

**BRITISH COLONIAL  
NASSAU, BAHAMAS**

## LIFE CAMPS NEED YOUR HELP

We at LIFE CAMPS need your help to do our job this summer

● Our job of reaching down into New York's hot, crowded tenements to pick out pale, tired little boys and listless, undernourished little girls from the sweltering streets . . .

● Our job of sending them into the country (which many of them have never even seen)—into the cool, green woods and the flashing streams . . .

● Our job of seeing that they meet Nature on her own terms, and that they come back to the city with new independence and self-reliance and new points of view—as well as with new pounds!

**This is our job—a job that 52 years has been shared by the readers of LIFE and LIFE'S Publishers.**

And so this year we are once again asking you to help us carry on LIFE CAMPS.

Your \$1 will send a boy or girl from New York's squalid tenements to LIFE CAMPS for one day—your \$7 for a week—your \$30 for a whole month.

**And for every boy or girl you send—LIFE Magazine promises to send another!**

Please send your contribution to:

### LIFE CAMPS

TIME & LIFE Building,  
Rockefeller Center, New York City



# NASSAU

## in the Bahamas



Photograph by  
James Snyder.

**It's Easy to get to NASSAU!**  
*Every Saturday from New York*

6 DAY CRUISES FROM **\$55**

13 DAY INCLUSIVE TOURS WITH **\$85**  
A FULL WEEK IN NASSAU FROM

FROM MIAMI—2 HOURS BY PLANE, OVERNIGHT BY STEAMER  
FROM ALL OTHER CITIES—Cruise-tours, including  
rail to New York, hotel, meals, sightseeing,  
visits to the World's Fair, a 6 or 13 day cruise  
to Nassau, and return to your home city via  
New York. Attractive inclusive rates.

To be addressed to your Travel Agent or  
NASSAU, BAHAMAS, INFORMATION BUREAU,  
30 Rockefeller Plaza, N. Y.

Without obligation, send me information about  
cruises to Nassau as advertised in Life.

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**NASSAU—Delightfully Cool in Summer!** Swept by refreshing trade winds, Nassau enjoys lovely June weather all summer long. Every outdoor sport and recreation—sea bathing at world-famous Paradise Beach, fishing, sailing, golf, tennis, cycling, riding. Waters of magic blue, flowers in glorious profusion, romantic landmarks of the past and a charming British atmosphere—plus every modern comfort and luxury! Smart hotels, comfortable guest houses, accommodations for every vacation budget. Sailings every Saturday from New York, providing cruises of 6, 8½, 12 and 13 days' duration and allowing one to eight days ashore. Stopover privileges permit enjoyment of Nassau's charm for as long as one desires.



# REAL SILK HOSIERY

*Your Appearance*—The confidence of "I know I look right," because there's quality in every thread, quality in every shade, quality in every weight—and quality every time.

*Your Purse*—You don't open it so often. Exclusive construction features forestall hosiery failures. Best and most permanent dyes. Most snag-resistant thread twist obtainable. Therefore, longer average wear.

*Your Time*—Saved because Realsilk calls on you, through representatives, at home or office. No shopping hurry; no parking worry.



*Our Company*—World's largest manufacturers of silk hosiery for men and women  
REAL SILK HOSIERY MILLS, INC., Indianapolis, Ind.  
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